

In This Issue—*Profitable Publicity for the Dealer*

MOTOR AGE

Vol. XLIX
Number 11

PUBLISHED WEEKLY AT 5 SOUTH WABASH AVENUE
CHICAGO, MARCH 18, 1926

Thirty-five Cents a Copy
Three Dollars a Year

**Three times as many
Jordan cars were
delivered between
the first of last Oc-
tober and the first
of March this year, as
for the same period
one year previous.**

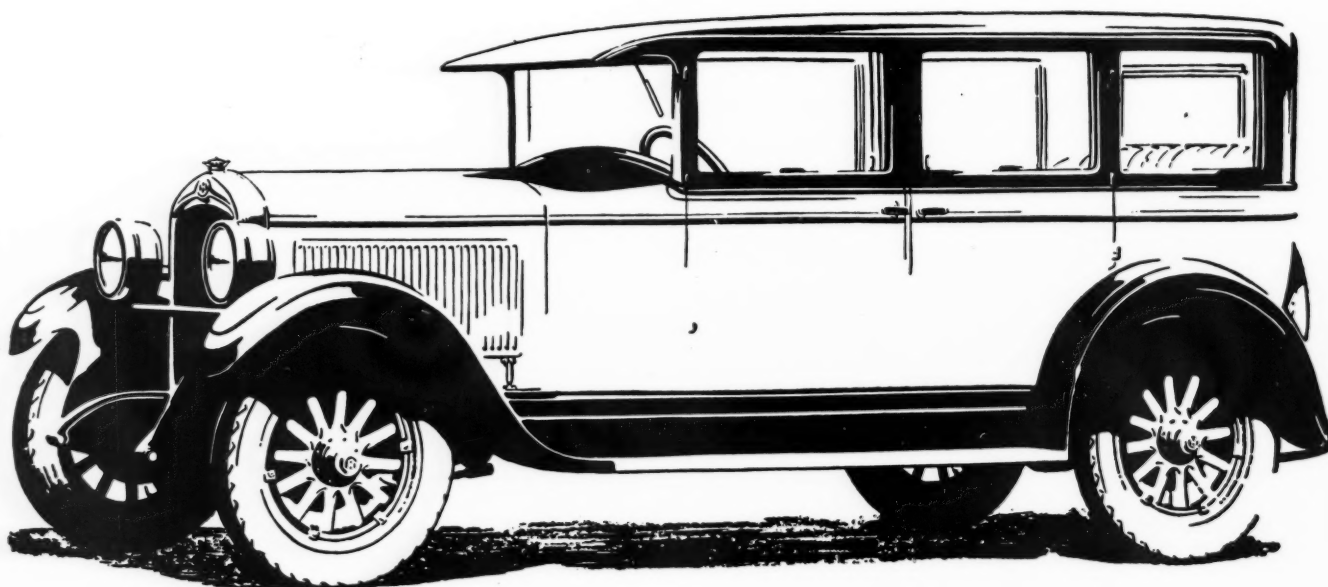
Edward S. Jordan

President
Jordan Motor Car Company, Inc.
Cleveland



Long-headed automobile men today regard the Hupmobile franchise as one of a few which are most desirable and valuable. It assures a brilliant present and an even more brilliant future.

A big, beautiful five-passenger, four-door Sedan — this Six, with four-wheel brakes and balloon tires—and a Hupmobile—at a remarkable price.



HUPMOBILE

EIGHTS and SIXES



THE NEW MOON LINE



Again!

ahead of the Industry

Gain in 1925	{	Moon-Diana	36%	}
		Auto Industry	13.9%	

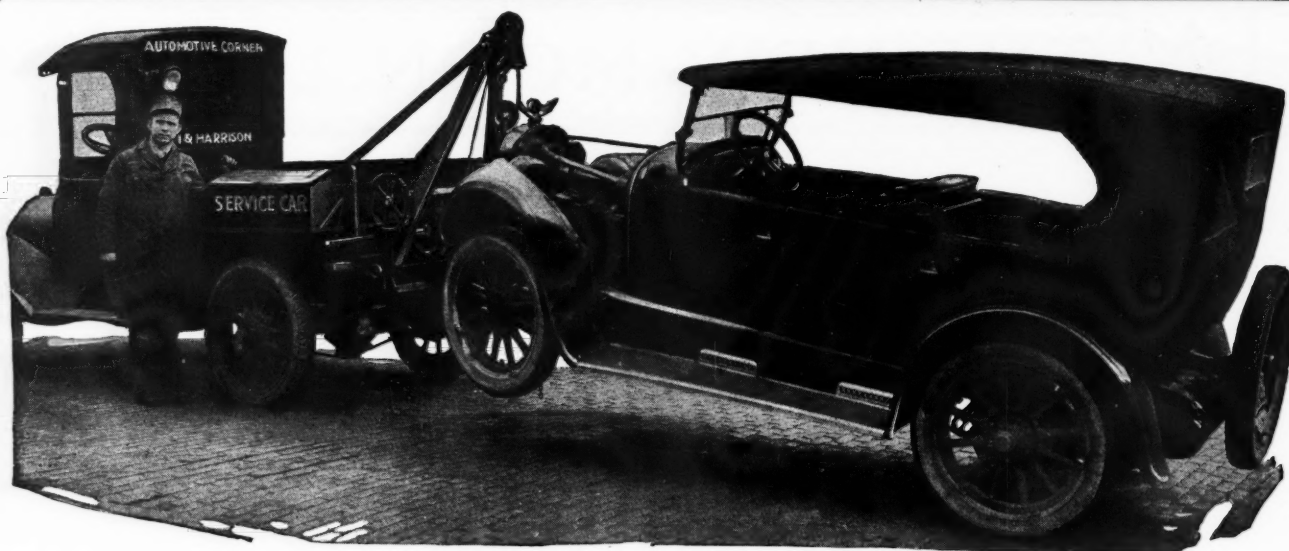
There is just one reason why Moon went so big all over the country last year. And that is because the Moon-Diana line, with its custom-built refinements and advanced engineering shows the greatest quality value on the market.

And now the new price reductions, as high as \$300 per model, still further emphasize these values—and make the cars just so much easier to sell.

What you want is the right car, the right franchise, and the finance plan which enables you to floor cars on the minimum capital, to turn over your stock quickly, both used and new. The Moon-Diana line and the Moon contract give you all this, and more. It's the biggest merchandising story of the year. Write for it—Today.

MOON MOTOR CAR COMPANY / / ST. LOUIS, U. S. A.

DIANA "8" IS ALSO PRODUCED BY THIS COMPANY



I looked them all over carefully—

then bought a **HOLMES WRECKER**

I spent several months before putting on my wrecker, examining and studying the performance of all makes to convince myself as to which one would fill my needs best—I bought a Holmes No. 110 and the three years that I have had it in operation have proven conclusively that my selection was correct.

The Holmes Wrecker has no equal—It has brought me the most profitable jobs that I have ever had—It made me money from the first day I put it on the streets—it holds a place in my shop that cannot be replaced. It is the most efficient, the most profitable piece of equipment I own.

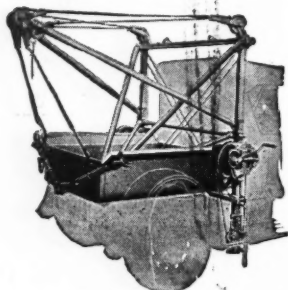
I advise any garage man (large or small) who wants to make money to get a Holmes wrecker. Don't worry about the first cost for it will pay for itself in a few months in tow fees and in addition will bring in the biggest money making jobs you have ever had.

G. R. Russell, Proprietor of the Automotive Corner, Davenport, Iowa, has written this advertisement. It is another one of the series taken from actual experience which will give any garage man a fair idea of how a Holmes Wrecker can build a garage business.

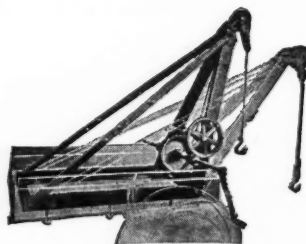
G. R. RUSSELL, Prop.,
The Automotive Corner,
15th and Harrison,
Davenport, Iowa.

Ask your Jobber to tell you about the three types of Holmes Wreckers, Holmes Cantilever Jack, Holmes V Tow Bars and Holmes Towing Pole or write this Company for complete information about Holmes Equipment

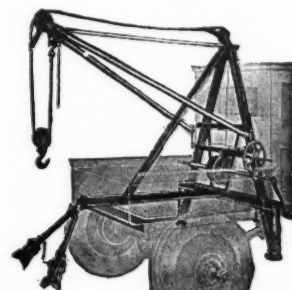
ERNEST HOLMES COMPANY, Chattanooga, Tenn.



Holmes Wrecker No. 485



Holmes Wrecker No 110



Holmes Wrecker No. 250

MOTOR AGE

Reg. U. S. Pat. Office

Vol. XLIX

No. 11

JULIAN CHASE, Directing Editor
B. M. IKERT, Technical Editor
A. H. PACKER, Associate Editor
JOHN C. GOURLIE, News Editor
W. L. CARVER, Field Editor, Detroit

SAM SHELTON, Editor
CLARENCE PHILLIPS, Asst. Editor
TOM WILDER, Architectural Editor
LESLIE S. GILLETTE, Field Editor, Detroit
M. W. BAKER, Asst. News Editor
JAMES C. GRANT, Detroit News Rep.

CONTENTS

Mechanic, Salesman, Retailer—and at 31 Factory President	9
Winning the Automotive Public by Publicity.....	10
<i>By H. H. Dunn</i>	
Making the Demonstration.....	12
Complete Service as Eldridge Gives It.....	14
<i>By A. Nix</i>	
He Makes Them Want to Come Back for More.....	16
A Shop on Wheels.....	17
New Continental Single Sleeve Valve Engine.....	18
<i>By Leslie S. Gillette</i>	
New Shop Equipment Encourages Maintenance.....	20
MOTOR AGE'S Picture Page.....	21
Flat Rate Forum.....	22
The Readers' Clearing House.....	23
New Accessories to Sell.....	28-29
Editorial.....	31
News of the Industry.....	32-43
New Automotive Literature.....	36
Trade Association Activities.....	42
Coming Motor Events.....	43
Specifications.....	44
CLASSIFIED ADVERTISING SECTION.....	95
INDEX TO ADVERTISERS.....	96-97

MOTOR AGE is published every Thursday by
CHILTON CLASS JOURNAL COMPANY

Mallers Building, 5 South Wabash Avenue, Chicago
C. A. MUSSELMAN, President and General Manager
J. S. HILDRETH, Vice-Pres. and Director of Sales

W. I. RALPH, Vice-Pres.

DAVID BEECROFT, Vice-Pres.
A. H. VAUX,
Secretary and Assistant Treas.

J. H. COLLINS, Vice-Pres.
H. J. REDFIELD,
Treasurer

Cable Address: Motage, Chicago
Telephone: Central 7045

OFFICES

New York—U. P. C. Bldg., 239 West 39th St.; Phone Pennsylvania 0080.

Detroit—7338 Woodward Ave.; Phone Empire 4890.

Cleveland—540 Guardian Bldg.; Phone Main 6860.

Philadelphia—56th and Chestnut Sts.; Phone Sherwood 1424.

Indianapolis—519 Merchants Bank Bldg.; Phone Riley 3212.

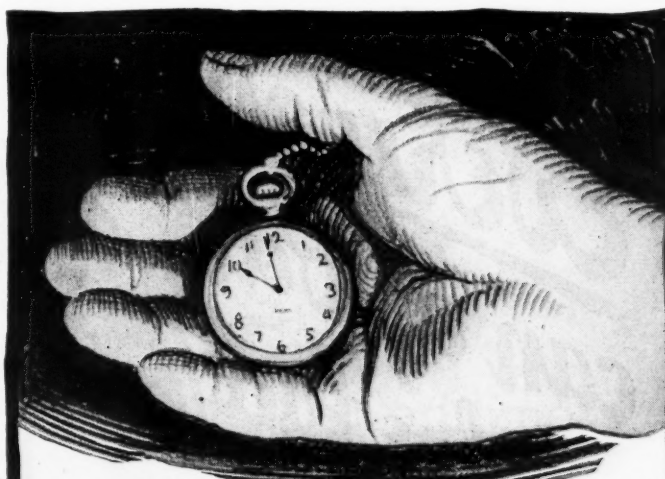
Owned by United Publishers Corporation, 239 West 39th Street, New York; CHARLES G. PHILLIPS, President; A. C. PEARSON, Vice-President; FRITZ J. FRANK, Treasurer, H. J. REDFIELD, Secretary

SUBSCRIPTION RATES: United States, Mexico and U. S. Possessions, \$3.00 per year; Canada, \$5.00 per year; all other countries in Postal Union, \$6.00 per year; single copies, 35 cents.

Member of the Audit Bureau of Circulations.
Member, Associated Business Papers, Inc.

Copyright, 1926, by CHILTON CLASS JOURNAL COMPANY

Subscriptions accepted only from the Automotive Trade
Entered as Second Class Matter, Sept. 19, 1899, at the Post Office at Chicago, Ill., under Act of March 3, 1879

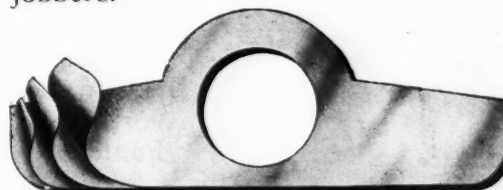


TIME!

The Most Important Factor in Service Work

Saving time in repair work is equivalent to making money. When you PEEL shims, you save not only time and money, but a lot of unnecessary and disagreeable work.

Just PEEL off the strips of Laminum and the job is done quickly and easily. For all engines. Sold by reliable jobbers.



Laminum CUTS TIME IN HALF

and gives a better adjustment than
any other type of shim.

LAMINATED SHIM
COMPANY, INC.

236—14th Street

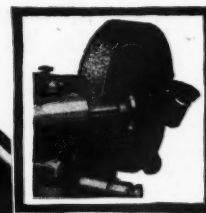
Long Island City, N. Y.

St. Louis: Mazura Mfg. Co.



LAMINUM

Now
Every shop
can afford
a valve face
grinder



The "STEVENS" \$29

Colorado and west of the Rocky Mountains, \$30



Holder
for drill



Rest for
chisels, etc.



Holder for
valve stems and
piston pins



Wheel dressing
attachment

"Thru
your
jobber—
his
service is
economy"

HERE'S good news for thousands of shops. For \$29 you can now buy a valve face grinder which puts you on an equal footing with the big service stations that use high priced grinders. In other words, you, too, can face valves in the only way they should be faced—by machine-grinding.

The "Stevens" doesn't play second fiddle to the highest priced grinder on the market. One one-thousandth of an inch for accuracy. And an average of twelve minutes for facing all the valves of a standard six-cylinder car.

A quality product in spite of low price. Built with the usual Stevens ruggedness, and the mechanical refinements for which Stevens is noted. A piece of shop equipment that you can point to with pride. And one that makes money for you on a troublesome job.

T-281—Hand-Driven, \$29 T-282—Motor-Driven (AC motor) \$85
DC motor \$5 extra

Write for new Catalog 18, which gives complete description of the Grinder and entire line of Speed-Up Tools.

Stevens & Company

375 Broadway
NEW YORK

1438 S. Mich. Blvd.
CHICAGO

Stevens

SPEED
UP



Tools

TRADE MARK REG. U.S. PAT. OFF.

5 reasons why the
Studebaker franchise
grows more valuable
every day.

One-Profit Value
Unit-Built Construction
Always Kept Up-to-Date
Used Car Pledge
Lowest Time-Payment Rates



*This symbol means that Studebaker prices do not
include the profits of outside body-makers*

Experts in the automo-
bile business prophesy
two things for the end
of 1926.

First—more makes added
to the annual roll call of
the dead.

Second—three million
passenger cars to be sold
for domestic use.

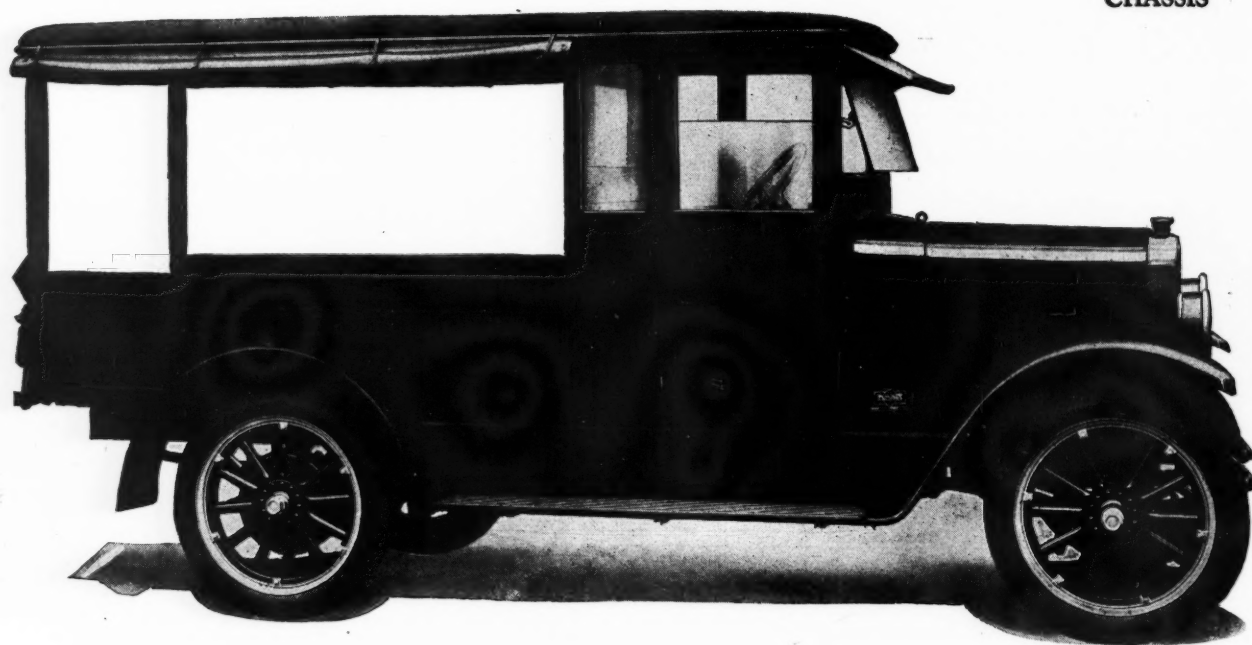
The Studebaker franchise,
backed by a 74-year-old com-
pany with \$100,000,000 in net
assets, is a good thing to have
tucked away in the safe. Read
the five reasons again.

The Studebaker Corporation of America
South Bend, Indiana

T H I S I S A S T U D E B A K E R Y E A R

"Buddy" Stewart \$895

CHASSIS



Dealers Are Flocking In To Take On the Stewart Line



Stewart 1 Ton Speed Truck



Stewart 1 1/2-2 Ton Speed Truck

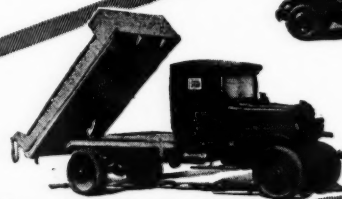
Sixty-three new dealers have signed the Stewart franchise in the last 60 days. Registrations show trucks are selling faster than ever before—better than 1925 which showed a 30% gain over the preceding year. This is bound to be the greatest net profit year for truck makers and dealers.

Always good, the Stewart line has never set so high a standard—models covering all the fast selling sizes, a world-wide reputation for reliability and economy. The quality is proven by the many 4, 6, 8, 10 and even 12 year old Stewarts still giving service. Point for point they are designed to outlive and outwork ordinary trucks, to give the most in service for the least money.

"Buddy" Stewart is a remarkable truck at a remarkable price, but it is only one of the Stewart line—all good trucks.

A Dealership Opportunity

Ask about the Stewart franchise today. This is a money making opportunity.

Stewart Six Cylinder
25 Passenger Bus

Stewart 3 1/2-4 Ton Truck



Stewart 2 1/2 Ton Truck



Stewart 2 Ton Truck

Hundreds of
Stewart fleets
have grown
from a single
Truck

Stewart

MOTOR TRUCKS

STEWART MOTOR CORPORATION, BUFFALO, N. Y.
EXPORT BRANCH: 90 West Street, (Dept. 16) New York City. All Codes Used

First Automobile Wedding

BOSTON, Jan. 27.—Boston has had its first automobile wedding. All the guests that attended the wedding of Miss Mary Walsh, of Roxbury, to Charles E. O'Connor at the Mission church this week rode to and from the church in electric cabs and runabouts. It was a very picturesque exhibit along the street near the church door, and excited a great deal of comment by the passers.

—News Item
February 1, 1900

And now the whole country is wedded to the automobile. Over 20,000,000 motor vehicles are registered. Production figures are still breaking records. The minimum replacement market is bigger than the entire sales possibilities a few years back.

To meet present demands a daily capacity of 132,000 Timken Tapered Roller Bearings is required. Five Timken plants, embracing an entire self-contained Timken steel mill, are in operation in the United States, Canada, England and France. A total of 150,000,000 Timken Bearings has been put into use. 83% of American makes are Timken-equipped, and Timkens are widely used in Europe as well.

With Timkens so potent in automobile progress, and so widely accepted by car builders and buyers, it surely pays dealers to mention Timken Bearings.

THE TIMKEN ROLLER BEARING CO., CANTON, OHIO

TIMKEN

Tapered

ROLLER BEARINGS



And one thing they ALL know

You can ask them what tires they've used—and they'll tell you a dozen. Ask them what batteries—and they'll name you several. Ask them what oil—and they'll rattle off numerous brands. But ask them what they use to overcome skidding and they'll say

WEED CHAINS

Reputation backs WEED Chains and makes them easiest to sell. Reputation built on 23 years of service and fair dealing. Reputation for quality and leadership.

Truthful advertising and more than satisfactory service have given WEED Chains this good reputation which makes it easier for dealers

everywhere to sell WEEDS.

Every month many advertisements help you sell WEED Chains. Display them. Keep your stock sorted up.

AMERICAN CHAIN COMPANY, Inc.
BRIDGEPORT, CONNECTICUT

In Canada:
Dominion Chain Co., Limited, Niagara Falls, Ont.
District Sales Offices: Boston, Chicago, New York, Philadelphia, Pittsburgh, San Francisco



*Use 'em yourself
to sell 'em!*

Mechanic-Salesman Dealer-Distributor

And at 31 Factory President and Manager

*Remarkable Business
Career of Head of
Auburn Company
Began in an
Automobile*

*Washing Station
and Progressed
Through All
Branches of the
Industry*

IN an unusual business career that began in an automobile washing station and included later experience as mechanic, salesman, dealer and distributor, E. L. Cord, at the age of 31, has become president and general manager of the Auburn Automobile Co., manufacturers of Auburn cars.

Mr. Cord started in the business of washing cars in Los Angeles, where he was graduated from high school when 14 years old. In those early days he was greatly interested in racing and he designed a speedster on a Ford chassis and sold 20 of them in Los Angeles. He served as a mechanic in charge of race cars for a time.

He soon got into the selling end of the business, first as a salesman, then used car dealer and later new car dealer. For a time he operated a trucking company engaged in hauling mine supplies over the mountains of Arizona.

He suffered business reverses and arrived in Chicago in 1919 practically penniless. He got a job as retail salesman for a Chicago distributor. John Quinlan was sales manager.

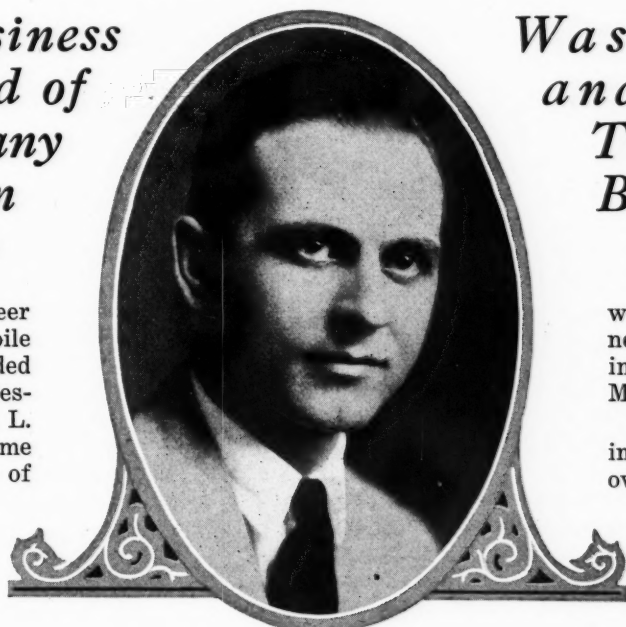
Shortly afterward when Mr. Quinlan took over the Moon distribution in the Chicago territory, Mr. Cord

went with him, beginning a business association that later grew into a partnership in the Quinlan Motors Co.

In 1920 Mr. Cord sold his interest in the Quinlan company and took over the wholesale distribution of Moon cars in Wisconsin. He made this exclusively a wholesale business, operating from an office. A year later he sold this business profitably and purchased a one-fourth interest in the Quinlan Motors Co., becoming its general manager. Under his management this company, from January, 1922, to June, 1924, sold 5,000 cars at wholesale in the Chicago district. Mr. Cord organized the Quinlan Securities Co., which financed sales for dealers and their customers.

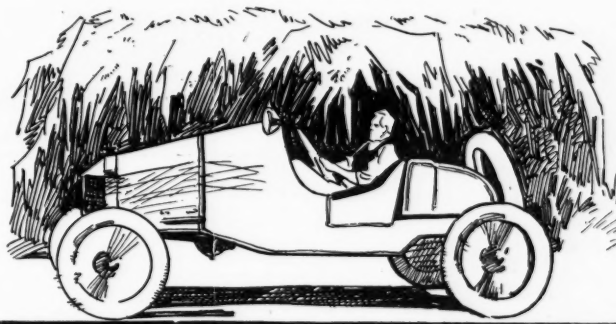
In June, 1924, Mr. Cord sold out his interest in the Quinlan companies and joined the Auburn company as general manager. Shortly afterward he was elected vice-president and early this year he was elected president.

One of the first things that Mr. Cord did after joining Auburn was to develop in his engineering department the Auburn Eight Eighty-Eight. The progress of the company since that time has been rapid, 1925 sales being about 200 per cent above the figures for the year 1924.



E. L. CORD

*At age of 31 President and General Manager of
Auburn Automobile Co.*



*First car built by E. L. Cord. This sketch is from a photograph
of speedster on Ford chassis, constructed in Los Angeles by man
who later became head of Auburn Company*

Winning the Automotive

Methods by which Dealers, Garage, and Tire Men May Attract

By H. H. Dunn

IT has been said, and truthfully, that "every newspaper reader is a prospect for every automobile salesman"; it might be said, just as truthfully, that "every motorist is a prospect for the garage, repair, equipment and tire man." But, whereas the automobile distributor and retailer have almost myriad ways of reaching the public, firing publicity into the flocks of prospects much as a man might discharge a shotgun into a flock of blackbirds, the retailer of service and parts, such as the repair man, or of service, such as the garage keeper, or equipment, such as the other dealers mentioned, handling a widely varied line of products, and, as a rule doing little advertising, is often confronted with a real problem in the widening of his field and the attraction of that permanent trade which pays best.

The writer, for ten years, handled five automobile dealer publicity accounts, and six repair and equipment dealers along the same lines, in a city of approximately 250,000 inhabitants. During this time, he also occasionally did special jobs of publicity work for similar stores in smaller cities and towns. In this period, both my employers and myself tried motion pictures, theatrical and other program advertising, billboards and newspapers. In every instance we found that newspaper publicity attracted more attention, drew more actual business, and made more permanent customers than all the other methods combined. We did find that billboards, comparatively inexpensive, when judiciously placed on the main avenues of entry to and exit from the cities in which the advertisers operated, attracted more transient business, so far as we could determine, than any of the other methods.

Program Advertising

In the language of the president of the automobile dealers' association in the city mentioned:

"People go to a motion picture or a theater to be entertained; their minds are on the prospective entertainment before the show, and on remembering the play after the show. They do not remember the advertising, and, if they do remember it, they are confused by several advertisements of the same thing, handled by different men, and they make no selection of garage, repair shop, or equipment store therefrom. Other program advertising, except of automobile shows, is, in my opinion, similarly futile. The billboard catches transient trade, because, if it is placed in the right location, on the main highways into a town, it gives the motorist just what he wants when he wants it—the address of the man he most wants to see.

"But newspaper publicity, if linked cleverly with something of interest either in or out of the automotive in-

dustry, is read with the rest of the news and remembered. Advertising in newspapers is necessary, and must be persistent."

This man had had experience, and had made a success out of selling automobiles, parts, equipment and tires in a state in which good roads—far from paved highways—were at that time a rarity. He knew his business, and he was the greatest "publicity hunter" I ever have known. His store was the news center for the four newspapers and one weekly magazine published there, insofar as their automobile editors were concerned. When there was an automobile accident, or a car was burned, wrecked or stolen, he could inform the reporters as to the name of the owner, the make and age of the car, and where it had been purchased in half the time in which the same information could be obtained from the police department or the state automobile license bureau. He knew the internal mechanism of virtually every car on the market, and when one of those well-beloved mystery stories, involving an automobile, arose, he could and did tell the newspapers more about that car, what had happened to it or what could happen to it, than any other man in town, not even excepting the dealer who sold the car.

In many other ways he constantly and consistently



Newspaper advertising brought the best response

aided the newspapers with real news, no hokum, flubdub or bunk about the condition of the automobile industry in factories a thousand miles or more away. The result was that when anything of any news importance happened in the automobile industry in that city, Bill Bonnet—that is not his name—was sought by the reporters, furnished the information, or put them on the trail of it, and was quoted invariably and at length as the source of their facts. I have seen Bill's name in an important story in every newspaper in the city on the same day, followed by the words, "dealer in Swift cars and equipment, of 1,000 Busy Street."

Public *by* Publicity

Repair, Equipment Business *through the Local Press*



We reached telephone users by way of the directory

No man can figure what this effort actually repaid Bill in cold profits from the trade which came to him as a result of it every year. He made it a point to have at least two fairly good stories of the automotive industry all laid out in orderly manner in his mind for the automobile editors every week. If they did not come to see him, he would telephone to them, and in the eight years in which I handled Bill's publicity, I never knew of his giving out a story which was not printed. In Bill's office and mine, the factory publicity for the car which Bill sold, with the exception of descriptions of new models and improvements, was thrown into the waste-basket. And Bill sold a car that retailed at more than \$2,000.

Local Color to Stories

When we received notices of new models, changes and improvements from the factory, I invariably rewrote the stories, giving Mr. William Wise Bonnet as the source of the information, speaking for the manufacturers of the car he sold. That copy was rewritten just as briefly as the story could be told, the descriptions made in language which the layman, with no knowledge of mechanics or the inside of an automobile could understand. This gave the stories a local flavor, with the added factor of success in all business writing—brevity. There was always room in all four newspapers for one of Bill's stories, and if he or I got a story outside the automotive industry—for which we kept our eyes and ears well open—it went impartially to all four newspapers, written properly, carefully edited, and ready to go direct from the editorial desk to the printer. I have seen twelve stories with Bill Bonnet's name in them in the four newspapers of this city on one Sunday—and only one of these stories on the automobile page of each newspaper. In my opinion it is one of the greatest mistakes of the automotive industry to confine its publicity entirely to stories of that industry. There are myriad ramifications of the great automobile and equipment manufacturing distributing and selling business which furnish material for stories which any editor will publish, *provided they are given a local angle.*

By this time you possibly believe that Bill spent a lot of money on advertising, yet his total appropriation for advertising in the four newspapers and the one magazine

in the city under discussion was one hundred dollars a week, net. We ran the same size of advertisement all the time, on the automobile page. This advertisement was a little peculiar, in that it carried Bill Bonnet's name in the largest type possible, at the top and bottom of the display. In between, the address, the name of the car sold, the equipment offered, the service rendered, and the tires carried—that was all, except when new models or improvements were announced, when attention was called to the cars in the showroom. It was the most effective automotive newspaper advertising I ever have seen.

Now, Bill also operated a garage, repair and towing service, in a building adjacent to his store. We carried an inch advertisement across the outside front cover of the telephone book, a "standing ad" which was as familiar to the people of that city as was the telephone itself. This advertisement, which cost Bill \$15 every six months, or \$30 a year, said:

BROKE DOWN?—See Bill Bonnet—HE'LL TOW YOU IN

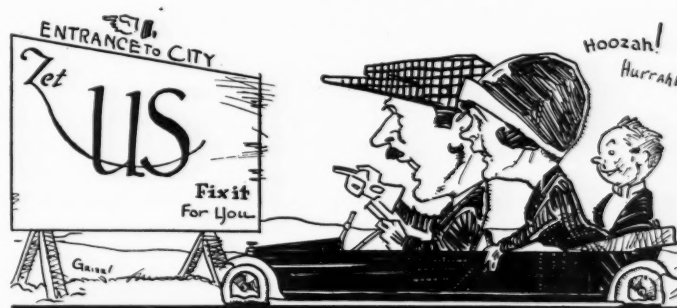
**Repair Your Car, Have You on the Road in Less Time than the Man who Built It—Call Umpqua 2-3
1000 Busy Street—BILL BONNET—Jonestown, Alabama**

Telephone Book Effective

Other than the telephone number, the address and the name of the city and state, this advertisement is as we ran it, and as Bill is still running it. Every time Bill paid the telephone company's account, he would say, "that's the most profitable thirty berries that ever was put into the automotive industry." And it was. But we did not stop the publicity for the repair shop and garage with that. We put that same advertisement on five billboards, only three by five feet in size, on the three main highways coming into the city and on two which were not so heavily traveled. Bill owned the bill boards, rented the space for them, paid the rent in work on the cars operated by the owners of the lands on which they stood, and *kept an account of the deal*, just as if he had paid a cash rental.

These bill boards were perfectly plain, painted white with a waterproof enamel, and the words in heavy black

(Continued on page 30)



Posters were the best medium for transient business



BERT DINGLEY

Author of Book on Demonstration

FROM many years experience as a racing driver Bert Dingley learned how to handle a motor car with perfect ease. And now as head of the service department of the Stutz Motor Car Co. of America, he recognizes the importance of perfect handling in the demonstration of a car to a prospective buyer.

Accordingly he has written a comprehensive set of instructions for the successful demonstration of a car, which have been published in booklet form by the Stutz company under the title "Demonstration." One section of the book consists of reproduction of motion picture views of various steps in the demonstration.

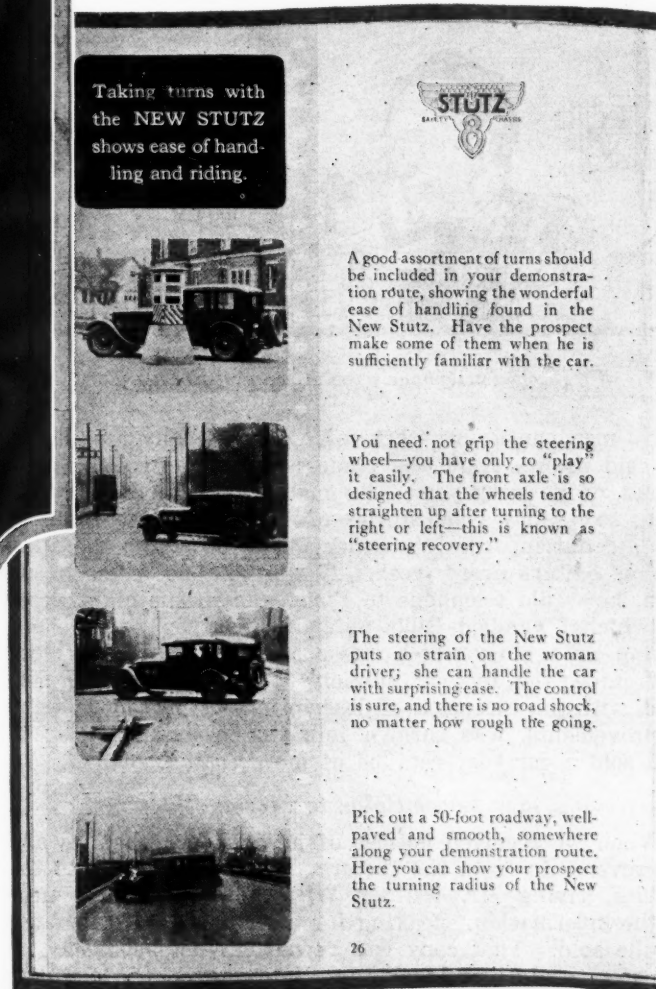
Although the booklet was written especially for dealers and salesmen selling the new Stutz automobile, still it points out and emphasizes many important principles that should be observed in the demonstration of any car. With the permission of the Stutz Motor Car Co., *MOTOR AGE* presents in these pages a summary of the demonstration instructions, together with some of illustrations used in the booklet.

The book begins with a forceful definition of the purpose of the demonstration, quoted in part:

"A successful demonstration is made with one intent—to show how the car performs, how it rides, how it handles, its ease of control; to bring out these and other points so forcibly that the prospect will be induced to buy the car. The demonstration should be a part of every sale—it should create a desire—and in creating this desire, we must keep in mind that he to whom we are demonstrating may become an owner of our car. Therefore, we must give fair and honest impressions.

Making

BERT DINGLEY *former*
Department, Gives
to a Prospect



Sample pages from the Stutz Demonstration book written by Bert Dingley. This shows illustrations in the style of motion picture films.

"The demonstration is the final stage in the development of the sale. It should verify with interest all that has been said through advertising or by word of mouth—a proof of the correctness of statements or claims that have been made."

Make One Man Responsible

Mr. Dingley recommends that in every organization where it is possible a demonstration driver be employed solely for demonstrating purposes. He would make this man responsible for the care and condition of the car at all times and would insist that the driver know his car perfectly.

Great care is advised by Mr. Dingley in the preparation of the car to be used in the demonstration. He gives a detailed list of things to do, some of which apply particularly to the Stutz car, but most of which should be

The Demonstration

*racing driver, now head of STUTZ Service
Step by Step Directions for showing the Car
ive Purchaser, with closing the sale as the GOAL*



STUTZ
SAFETY CHASSIS

Ask your prospect for an added twenty minutes in which to prove the gasoline economy of the New Stutz. Then, at an opportune time and convenient place, draw up to the curb and make preparations.

This is all the extra apparatus you will need—a quart measure, a small funnel, and a gallon can. The rest is a matter of method, which is explained on pages 39, 40 and 41.

Set the trip meter back to zero before starting your economy trip. Then, when the half-gallon of gasoline is all consumed the meter will register 7 miles or more—showing 14 miles or better per gallon.

Economy tests prove 14 miles or better to the gallon with the NEW STUTZ.

After the economy test, show the prospect the Safety Chassis features.

27

14. Ignition set to break seven flywheel teeth ahead of top dead center with maximum hand control advance.
15. The proper amount of best lubricant in the crankcase.
16. The transmission case filled to proper level with heavy engine oil.
17. The rear axle case filled to proper level with caster oil.
18. The chassis magazine lubricator system filled.
19. The oil filter properly cleaned.
20. The clock set correctly.
21. All lamps properly focused and in working order.
22. The gasoline gage registering properly.
23. The clutch and brake properly adjusted.
24. The radiator properly filled, winter or summer.
25. The five tires properly inflated (45 pounds in case of Stutz.)
26. Spare tire cover with proper insignia on it.
27. The car licensed under private number.

Car Checked Before Demonstration

Immediately before the demonstration he advises checking the car for: steering, turning radius, condition of brakes, throttling down to three m. p. h., acceleration and speed. He also advises using soft soap to lubricate hood ledge strips, door wedges, bumper and striker plates, to avoid soiling the hands of the prospect on the hood ledge as he looks at the engine or the clothes of women as they brush against the door fittings in getting in or out of the car.

Selection of the demonstration route is important, Mr. Dingley says. He advises having two routes—a short, snappy one taking about 20 to 25 minutes for the busy man, and a longer one taking 50 to 60 minutes. The longer route should be selected to provide the following points:

1. Through traffic—demonstrating low speed operation and ease of control.
2. Rough roadbed with a car track or two to assist in showing easy riding and roadability.
3. A hill (where possible) to demonstrate hill climbing.
4. A well paved street clear of cross roads where acceleration, deceleration and high speed (if desired and the law permits) may be shown.
5. A 50-foot roadway to show a complete turn of car.
6. Several right turns which may bring out perfect balance and absence of skids or sidesways, thus emphasizing light unsprung weight and low center of gravity—perfect deceleration and acceleration, namely, superior roadability.
7. Where possible the route should be laid out so as to start or end at the salesroom.

And then this, in big bold type:

After the demonstration is over the prospect should be signed up immediately, or closed within 24 hours.

(Continued on page 30)

observed in the preparation of any car for a demonstration. After the car has been prepared for the demonstration it should have, according to Mr. Dingley, the following qualifications:

1. A clean chassis.
2. Clean and polished body, fenders and nickel parts.
3. Clean upholstery on seats, sides and ceiling.
4. Clean under seat, cushions and carpets.
5. Top and back material clean and well dressed.
6. Tools stored and packed free from rattles.
7. Under side of engine hood clean.
8. Engine and under pans clean.
9. Carburetor properly adjusted.
10. Valves properly adjusted (to .032 and .028 clearance.)
11. Spark plugs clean and set to .025 gap.
12. Spark plugs set up tight against gaskets.
13. Distributor points clean and set to .022 gap.



The private office of M. O. Anderson, manager, in the new Eldridge Buick company's building in Spokane, Wash., is centrally located and connects with the offices of his assistants and clerical forces, making possible keeping his desk clear of work in an efficient manner.

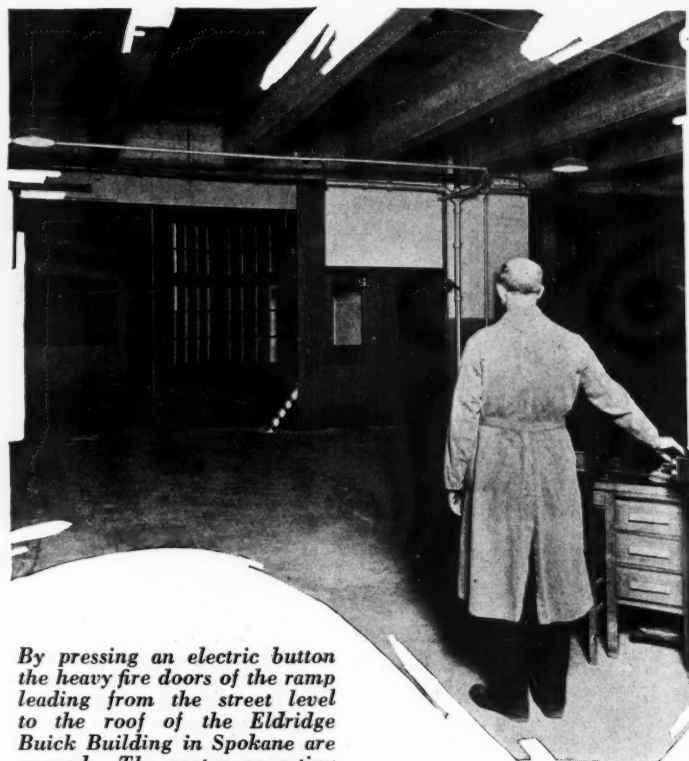
"COMPLETE Service." This was the idea that actuated A. S. Eldridge, president of the Eldridge Buick company, Buick distributors for Washington and northern Idaho, in designing the company's new \$250,000 building which was characterized as "one of the finest and most modern automobile service stations" in the country by E. T. Strong, general sales manager of the Buick Motor company.

"You spend an hour or several hours selling a car and then spend years in giving service; so why not pay as much attention to service as to the sales room?" is the way Mr. Eldridge put it in pointing out just why every detail has been so carefully thought out. And he spent months in visiting automobile sales and service buildings in all parts of the country before he began actual planning of his perfect service building. It may be added that he was especially fortunate in having had experience as a construction engineer before entering the automobile business.

Back of the luxurious sales room, 40x100 feet, where every current model of the Buick is kept on display, is a group of offices separated in the center by a wide passageway leading to the used car sales room. Here there is light and everything is kept spotless just as

Complete as Eldridge

The Sale of a Car Is Made in a Few Minutes, But Maintenance Extends Over a Period of Years, Is the Way Spokane Buick Dealer and Distributor Looks at the Automotive Business



By pressing an electric button the heavy fire doors of the ramp leading from the street level to the roof of the Eldridge Buick Building in Spokane are opened. The motor operating the doors is above them at left.

in the new car sales room, making an especial appeal to women.

Service Department Up-to-Date

The service department on the second floor has incorporated into it what is said to be more mechanical labor saving devices than any service plant in the northwest and probably surpassed by none in the country.

Noticeable to the outsider entering this department is the fact that electricity is used for operating everything that moves. Spokane being known as the "Power City," developing vast amounts of electric energy from the falls of the Spokane river a few blocks from the main business section and being surrounded by streams with enormous potential electric development, this is probably as it should be.

As one drives up the ramp from the street, wider than the average highway, the car passes over a "trip" that makes contact on the motors opening the doors at the head of the ramp.

Service Gives It

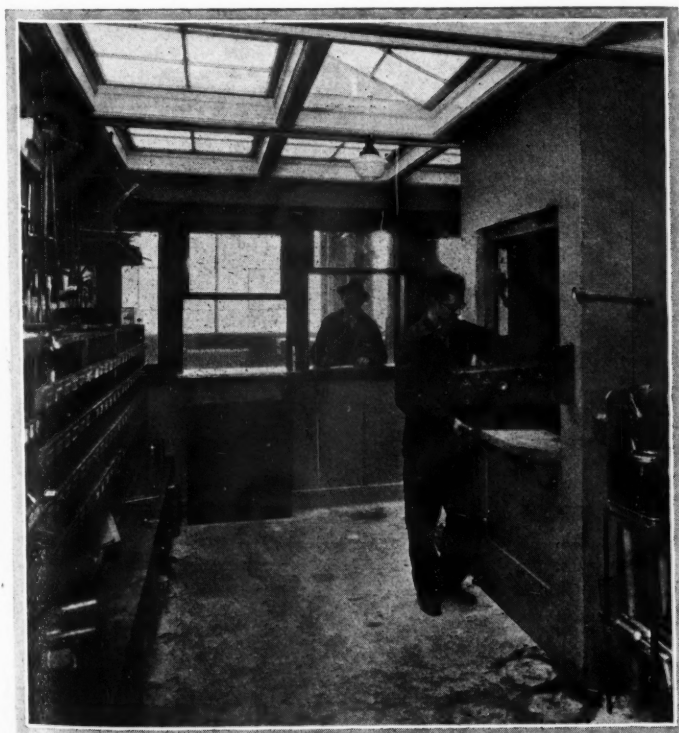
By A. NIX

The sales room for new cars in the Eldridge Buick company's new building in Spokane, Wash., extends across the entire front of the building, 100 feet, and is 40 feet deep. All of the models and body types of Buicks are shown and there is ample space to show the various models off to the best advantage.



The Eldridge Buick Company, Spokane, Wash., has 63,400 square feet in its new building, recently completed at a cost of about \$250,000 at First and Cedar.

An electric elevator in the tool and parts room of the Eldridge Buick company's new Spokane building facilitates transferring tools and delivering parts to other floors.



In the center of the floor is the parts and tool room, where parts are classified in bins with regular numbering similar to numbering on houses, and offices and a rest room. At the stalls for cars to be serviced are traps over inlets to an exhaust system. When a motor must be run during servicing operations a suction hose is placed in the inlet and the other end connected to the exhaust, assuring pure air at all times.

The light service operations are performed near the entrance while cars needing more complete overhauling are driven to the opposite side of the building. An overhead chain-block trolley system runs around the room and to the shop in one corner, making raising of cars and transferring of motors and other heavy parts an easy task.

Efficiency Is Keynote

Efficiency of mechanical devices is supplemented by an equally efficient system of office detail work. In the parts department an automatic inventory system is used for keeping the stock up to its required amount.

The third floor has the paint shop and new car servicing department as well as some space for temporary storage of serviced cars awaiting the customer's call. A complete Duco refinishing department has been installed.

Every operation of repair or rebuilding work can be done within the building.

By having up-to-date facilities for the maintenance of cars the shop is at all times ready for any business.

He Makes Them Want to Come Back for More

*Superior Service of the Dahl-Chevrolet Motor Co.
Results in Oversale of Both New and Used Cars.
Equipment and Piece Work Plan Largely Re-
sponsible for Satisfied Customers*

CHESTER DAHL spends a great deal of time, energy and money in preventing the cars he sells from getting out of order.

In helping his customers "break in" their new cars he keeps down running expenses and secures for them more satisfactory service.

By free inspection and adjustment three weeks after a sale he insures more efficient and satisfactory operation and avoids developments which might mean repair bills later on.

In doing these things and rendering other out-of-the-ordinary service he has built up such good will among his customers in three years that he is constantly oversold on both new and used cars, and his chief worry is about how to get more cars to sell.

Mr. Dahl is the sole owner of the Dahl-Chevrolet Motor Co., which has a very attractive and well equipped establishment at 1624 Grand Avenue, Kansas City, Mo. He established the business three years ago. For eleven years prior to this, he was a dealer in Fords in Racine, Wis.

He was the first of the dealers in the Kansas City zone to bring his shop up to the standard of the company for a class "A" shop, and he now has 50 per cent more equipment than the standard requires.

When he sells a car, his chief concern is that the buyer shall be thoroughly satisfied and happy in its possession. With this in view, he takes particular care to instruct him about the way to "break it in." Not satisfied with

the verbal instruction that he or his salesman may be able to impart, and not trusting to the printed instructions which go with the car, he takes the pains to send to the buyer a personal letter a day or so after the car is delivered.

If in response to this letter the customer calls, the fullest information is given him on any point he may inquire about, and he is questioned to see if he understands how to care for the car.

Added to this service, the company gives a free inspection and adjustment after about three weeks.

In keeping with the idea of "An ounce of prevention," which runs through the whole of the establishment, is the custom of the repair department, which provides for a daily checking up of the cost of all transactions in the department, and a comparison of the costs to the returns for the same. This enables the company not only to know just how the department is running, but gives a chance to rectify any error which might creep in while the facts are all fresh in the minds of the workmen. All repair jobs are cash.

The price of all work is reckoned by the piece, and is understood before the service is rendered. The operators also work by the piece, and are held strictly accountable for the quality of the work done. This, according to Mr. Dahl, tends to make for greater efficiency and more speed, as the workman can not afford to do the work over again, and he realizes that the faster he works the more money he can make.



Two views taken in the establishment of the Dahl-Chevrolet Motor Co., Kansas City, Mo. The completeness of the equipment will be noted. An overhead track and carrier makes it possible to move an engine or axle to and from the shop. The shop proper has an investment of tools costing \$1,036.65

This Shop on Wheels Is Ready For Any Emergency

*Putting Automotive Vehicles Back into Service Promptly Is the Job This
Service Truck Was Designed and Equipped to Do*

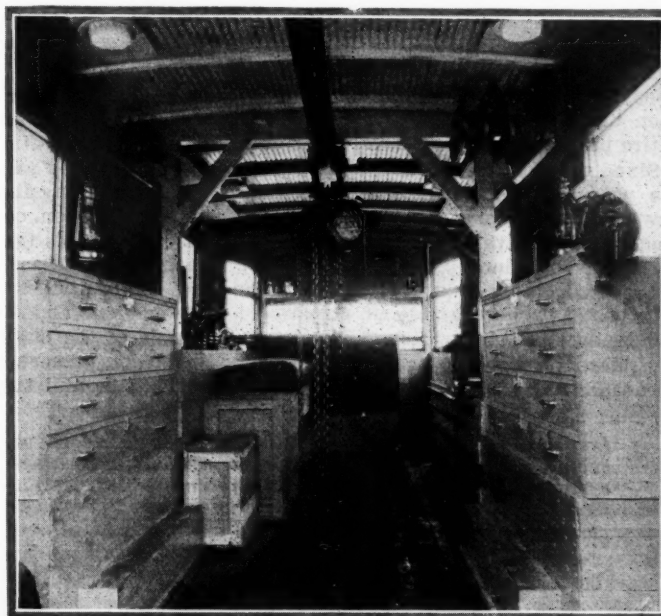
BY means of a trained personnel permanently attached to a motorized repair shop, all forms of bus maintenance including heavy repair work on the highways and major overhauls in garages are placed at the service of Yellow coach fleet operators. This traveling workshop was developed by the service department of the Yellow Truck and Coach Mfg. Co. who have exercised considerable ingenuity in the design and completeness of special equipment embodied in the truck.

An unusual feature of the "break-down" bus is its wide range of mobility. To enable the vehicle to remain away from the "home" garage several days when extensive repair work is encountered, special attention has been paid to the comfort of the crew. In addition to an emergency bed, two hammocks can be swung in the inside of the body enabling the crew to get the necessary rest. The workshop is well lighted in daytime by three panes of safety glass on both sides while several dome type lights are provided for night. Comfortable working quarters in any kind of weather are insured by heat supplied through a hot air manifold type heater and foul air is disposed of by three roof type ventilators.

Engine can be removed from the frame or the bus chassis lifted from the ground by a Yale spur gear hoisting block carried on an iron girder, the latter being attached to an independent framework of oak beams to relieve the body of any stresses. On either side of the shop are placed two electrically lighted work benches which are provided with a number of drawers in which are carried a supply of standard bolts, nuts, screws and

some spare parts. In racks on the sides of the body is placed a complete line of wrenches and special tools, each piece being carried in a special holder. A compartment below the body provides space for jacks, tire chains and similar equipment to be used for stranded buses.

Unusual equipment for a vehicle of this type includes a complete oxygen-acetylene welding outfit, an air compressor operated from the engine to drive an air hammer and also several electric drills.



Right: Interior of the repair shop. The hoisting crane can readily be seen while several spare parts and supplies are carried in the drawers on the two side work benches

Below: Side view of the Yellow motorized repair shop. The panel opened out serves as an additional work bench. The racks for the tools and also the vise should be noted



New Continental Single Sleeve Valve Engine

Power Plant of Argyll Type, Based on Burt-McCollum Patents, Will Be Produced in Six-Cylinder Models by Detroit Manufacturer—First Model to Have 175 cu. in. Piston Displacement and 57 Brake H.P. at 3000 R.P.M.

THROUGH the acquisition of the fundamental-basic patents and the exclusive world rights of the Argyll or Burt-McCollum single sleeve valve principles, the Continental Motors Corp. has developed a single sleeve valve engine which will be offered to all automotive vehicle manufacturers within three months. Officials of the company predict that the new engine, which represents the first radical change Continental has been interested in during the twenty-five years when 2,750,000 engines have been built, may eventually replace their entire production of poppet valve engines.

Since the deal was consummated with the patent holders, the Wallace (Glasgow) Ltd., Scotland, development of the single sleeve valve has been concentrated at the Detroit plant. The engines so far produced have been of the six cylinder type of 2½ in. bore by 4½ in. stroke and developing 57 b.h.p. at 3,000 r.p.m. The first production engine, described herewith, while of the same 175 cu. in.

piston displacement and developing the same b.h.p. as the experimental engines, is a six of 3 by 4½ in. bore and stroke with a rated horsepower of 21.60.

There are now two passenger car companies and three motorcycle manufacturers in Great Britain and one automobile company in Switzerland building engines on the Burt-McCollum principle. These companies are the Argyll, Vauxhall, Enfield, Beardmore, Royal Scot and Pic-Pic.

The most important factor prompting the purchase of the Argyll patents is the simplified operation of the single sleeve valve engines which tends for quiet operation, long life, great durability and low production costs. With building of engines of this type no additional expenditure is necessary for special tools.

Outside of the sleeves, their operating mechanism and the cylinder heads, the design of the engine is conventional and embodies numerous features common to all Continental engines. The piston dis-

placement is 175 cu. in. With the standard compression ratio of 5 to 1, 57 b.h.p. is delivered at 3,000 r.p.m. while the mean effective pressure is 87.

Due to the carrying of the water jackets down to the top of crankcase, the use of one piece aluminum cylinder head cover and the elimination of valve chamber covers, the engine presents a very clean exterior appearance. The cylinder block is of cast iron with the water jacket extending more than the full length of the piston stroke. Recesses are provided in the cylinder block flange to locate the nuts holding it to the aluminum crankcase. The bottom flange of the case to which the oil pan is attached, is carried 2½ in. below the center line of the crankshaft for rigidity.

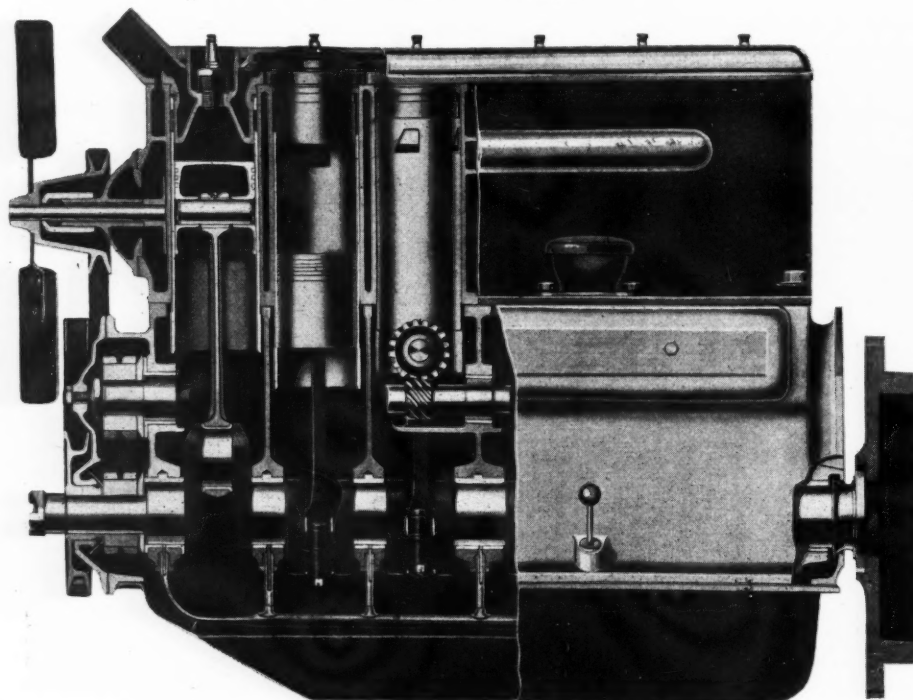
Only one sleeve per cylinder is employed in the Argyll engines. In addition to a reciprocating motion each sleeve is given a rotating action by a crank connected through gearing to the valvesshaft. The crank which runs at half engine speed rotates each sleeve 49 deg. during the 1¼ in. of vertical travel every revolution of the sleeve crank. Thus, the resultant path of each sleeve is elliptical. That is, the ports in the cylinder are uncovered by corresponding openings in the sleeve once in every two revolutions of the crankshaft. If a pointer could be inserted through a cylinder wall so that it touched the sleeve, there would be traced on the sleeve an ellipse.

Three Openings on Sleeve

While there are four ports in the cylinder, two exhausts and two inlets, there are only three openings on the sleeve, the movement of the sleeve being such that it is possible to make the middle one of the three port openings serve a dual purpose. On the induction stroke, the middle opening on the sleeve uncovers one of the two inlet ports and on the last stroke of the cycle uncovers one of the two exhaust ports. The irregular four-sided shapes of the ports and openings are worked out to provide maximum efficiency and are necessary because of the timing and the elliptical movement of the sleeve.

No special means other than the crankcase mist is employed to lubricate the sleeves. Due to the rotating motion, oil on any part of the sleeve tends to creep around the entire sliding unit and imparts a rolling action to the oil instead of a shearing effect which makes it unnecessary to provide lubrication grooves or holes in the sleeve. The temperature of the exhaust openings portion of the sleeve is reduced as this part is rotated in the direction of the inlet ports where the cylinder wall temperature is less. The sleeves which are 9½ in. long and of ⅜ in. wall thickness are of cast iron

Longitudinal view of Argyll-Continental single sleeve valve six cylinder engine. One of the six worm and worm wheel units which give the sleeve a rotating and reciprocating motion can be seen at the bottom of the third cylinder. View of No. 1 cylinder shows the sleeve at the highest point between the cylinder head and cylinder wall. The clean exterior of the engine should be noted



By Leslie S. Gillette

with the internal and external surfaces ground finished.

Operation of the sliding members is through a single universal driving connection of unusual design formed in the flange at the bottom of the sleeve. A sphere zone is machined in the lug on the flange and into this fits a case-hardened ball socket. By means of two extra machining operations, the ball socket which is relatively the same size as the zone can be inserted in the latter and then by rotating the ball to its normal position is permanently held in its proper place.

The crank which sets into the ball socket is formed integral with the cross-shaft carrying the worm wheel. The latter is of bronze with the worm of the FJ type. At the forward end the shaft is carried in a plain bronze bearing which is set in the valve chamber casting, while at the other end it is held in a brass babbitt lined bearing. This bearing is bolted by four screws to the valve mechanism chamber and provides a very rigid support for the cross shaft. The worm wheel is keyed to a special center which in turn is keyed to the cross-shaft in such a manner as to make it impossible to assemble the unit out of time with the crank. Between the wheel and the shaft proper is a worm wheel center which acts as a "make-up" piece so as to facilitate the meshing of the wheel with the worm on the valveshaft in assembly. After the worm wheel and center piece are in place, a case hardened washer is slipped over the cross-shaft and then all four pieces are firmly held together by tightening the nut on the end of the shaft. The ratio of the worm to the wheel is 2 to 1.

Each worm wheel on each of the six cross-shafts is driven by a separate worm formed integral on the four bearing 1,045 S. A. E. steel valveshaft. All worms are identical as are the worm wheels. The entire sleeve operating mechanism including the shaft and gearing are enclosed in the crankcase and run in a tunnel of oil which can be fed with lubricant from either end. An aluminum cover secured by three screws on the outside of the crankcase completes the enclosing of the valve mechanism. Valve timing is as follows:

Firing Order

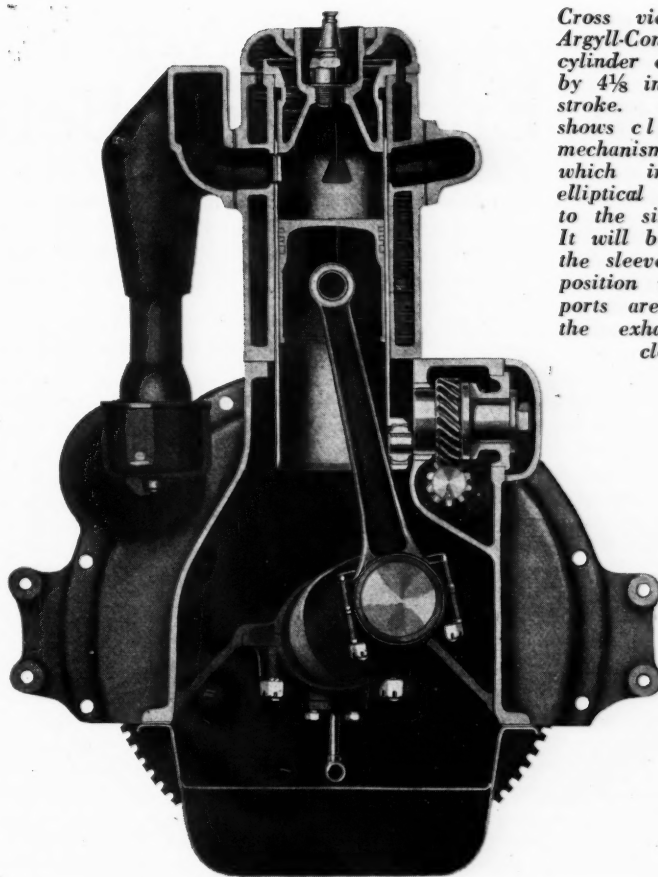
Inlet opens on T.D.C.; inlet closes 30 deg. after B.D.C.; exhaust opens 46 deg. before B.D.C.; exhaust closes 10 deg. after T.D.C.; firing order is 1-5-3-6-2-4.

All four valveshaft bearings are brass bushings babbitt lined and of the following dimensions:

Front, 1½ in. by 1¼ in. long; 2nd 1⅞ in. by 1 in. long; 3rd 1½ in. by 1 in. long; rear 1⅞ in. by 1¼ in. long.

End thrust of the valveshaft is taken by a hardened washer on the flange of front bearing.

A Morse chain 1¼ in. wide drives the valveshaft alone directly off the crankshaft at engine speed, no form of adjustment being provided. From a pulley on



Cross view of the Argyll-Continental six cylinder engine of 3 by 4½ in. bore and stroke. This view shows clearly the mechanism and crank which imparts the elliptical movement to the single sleeve. It will be seen that the sleeve is in the position where inlet ports are open and the exhaust valves closed

the front of the crankshaft a "V" belt drives the generator which is held by a steel strap pulling against an adjustable cradle. From a double pulley on the generator another belt drives the combined fan and water pump unit.

Cylinder heads of cast iron are separate and secured to the block at the top of each cylinder by four screws. No junk or other type of rings are used on the cylinder heads, contact with the cylinder walls being through the ground surfaces of the head and walls which permits of a push fit. Cylinder compression is retained by a paper gasket between the underneath surface of the cylinder head flange and the top of the cylinder block. A small recess is provided around the cylinder head just above the top of the sleeve stroke to reduce the air pressure caused by the sleeve at the top of the stroke. The inside of the head which is fully machined is cone shaped. The cone shape enables the position of the spark plug to be lifted up so that special plugs, tools or adaptors are unnecessary.

Cooling water, besides circulating around the cylinder head, also passes through passages in the head which assists in keeping the plugs cooled. The impeller water pump which is formed integral with the fan has its shaft carried on two plain bronze bushings and the entire unit is bolted to the front of the cylinder block. An aluminum water cover encloses the cylinder heads proper and is held down against a rubber gasket by ring nuts screwing on projections of the cylinder heads.

The crankshaft drilled for oil feed to the connecting rods is carried in seven

bearings of 2¼ in. dia. whose lengths are: front 1⅞ in., intermediate 1¼ in., center and rear 2½ in. Both front and rear bearings are grooved and tapped so that the front bearing provides oil to lubricate the timing chain while a constant supply of oil is maintained in the valveshaft tunnel from the rear main bearing. The wash shaft is of 1045 S.A.E. steel machined all over and fully balanced. The gear oil pump, mounted on the right side on the exterior of the crankcase, is driven off the valveshaft from a point between cylinders number three and four.

Dimensions of the lower end bearing in the connecting rods are 2½ in. dia. by 1½ in. long while the center to center length of the rod is 9 in. At the upper end of the "I" section rod, the ⅞ in. dia. piston pin is carried in a bronze bushing. The full floating type piston pin is retained by snap rings at either end and operates directly in the bosses of the cast iron piston. The latter is 3⅞ in. long with the pin center to top of head 1½ in. Three rings all above the pin are used, the lowest being a Teetor oil control ring of ⅞ in. width and the other rings plain of ⅞ in. width.

Ignition distributor is driven off an extension of number two cylinder cross shaft by means of beveled gears which are oiled by the overflow from relief valve of pump. By removing the valve shaft mechanism cover, the ignition unit comes away with the cover. Starter is mounted on a standard S. A. E. flange on right side of engine and engages with the flywheel by an outboard Bendix drive. The engine is designed for four point suspension.

Some New Shop Tools That Encourage Better Maintenance

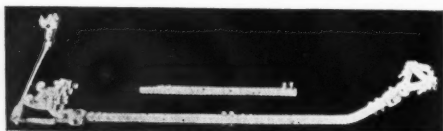
Universal Trouble Shooter

A NEW electrical testing outfit called the Universal Trouble Shooter has just been brought out by the Universal Test Equipment Co., 2939-41 N. Oakley Avenue, Chicago. This outfit is especially valuable in locating grounds, opens, shorts, for circuit testing and for general trouble shooting. It has a special socket with a separable plug. It fits into any standard lamp socket or receptacle and operates with any standard Mazda or incandescent lamp on either A. C. or D. C. current. Each set is equipped with Universal test handles, two six-foot leads, the latter being flexible, highly insulated and held together with five pure gum sleeves which can be adjusted to suit the range desired. The price is \$4.00. The company also can furnish Universal cadmium points which fit over the test points of Universal handles.

Mayo 3-Ton Wrecking Crane

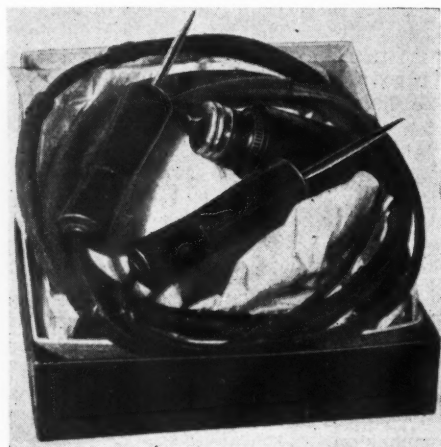
THE feature of the Mayo 3-ton wrecking crane is its demountability. The boom may be taken down in 2 min., it is stated leaving only the winch on the bed of the truck, and thereby releasing the car on which the crane is mounted for other service jobs.

The Mayo crane is guaranteed to lift anything the service truck will support, and with the Mayo carrying attachment, will tow 98 per cent of all wrecks without a driver, dollies or poles, it is stated. The Mayo side-pull attachment permits recovering ditched cars without blocking traffic. The breaking strength of boom is 6 tons. The winch may be operated from either side of the truck. The crane is priced at \$100, \$125 with carrying at-



White Mule one man auto tower

Below: Universal Trouble Shooter



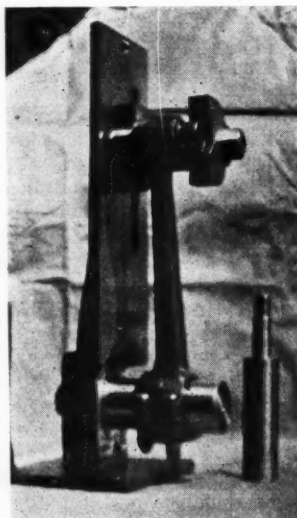
tachment, or \$150 with carrying attachment and side pull. Mayo garage equipment is distributed, through jobbers, by David Lupton's Sons Co. of Philadelphia and Detroit.

White Mule One Man Auto Tower

THE design and application of the White Mule Tower produces a positive operation which causes the second car to follow in the tracks of the first. It may be attached to the rear axle housing, spring shackles, bumper or any convenient connection of the leading car to the front axle and tie rod of the car behind.

It is the only towing device of its kind which can be carried folded in a suit case, it is stated.

The clearance between cars may be adjusted by adding or eliminating a middle section of tongue. Made by The Marion Auto Devices Co., Marion, Ohio.



Whitney connecting rod aligner

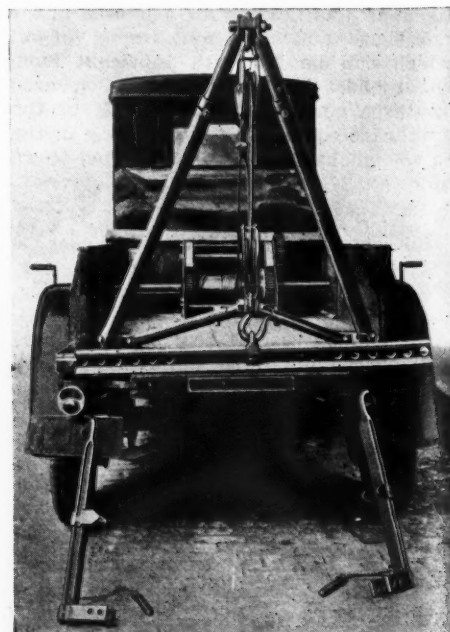
Manley Universal Engine Stand

THE new Manley Universal Engine Stand has a portable base quickly locked to make it stationary. The three-point suspension bar makes it easy to mount 90 per cent of all makes of engines, it is stated. Sliding brackets on the side members take care of four-point suspension engines. The cone clutch allows the side rails to be securely locked in any position when the engine is mounted. One man can quickly turn the heaviest engine over owing to the gear control with a 6 to 1 ratio. The steel base is narrow so the workman can stand close to the work. Eye bolts suspend the engine without interference. The uprights are adjustable to different heights. The stand, plain, sells for \$65, while the price of the geared stand is \$79. Made by The Manley Manufacturing Co., York, Pa.

Whitney Connecting Rod Aligner

WHITNEY Connecting Rod Assembly Aligner is designed and built to test the entire connecting rod assembly for twists and bends. Special stress is laid by the maker upon the care used in making and machining the castings to eliminate all chance for warpage with age or use. The aligner complete with a 2 in. arbor sells for \$28 east of the Rocky Mountains. Additional arbors can be had for \$2.50. The aligner weighs 28½ lbs. It is made by The R. S. Whitney Manufacturing Co., 150 Turner St., Auburn, Maine.

Below: Mayo 3-ton crane set up showing cross rail and arms of the carrying attachment



Manley improved universal engine stand

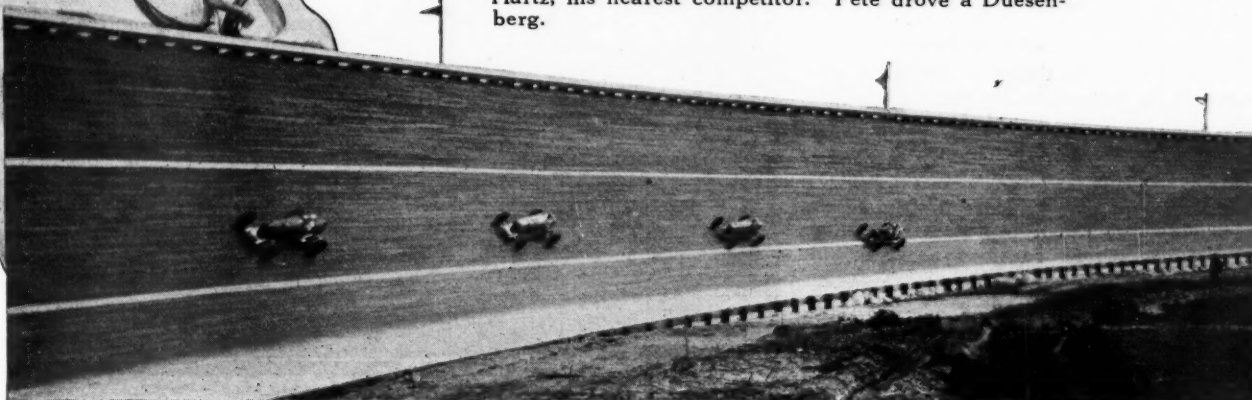


De Paolo

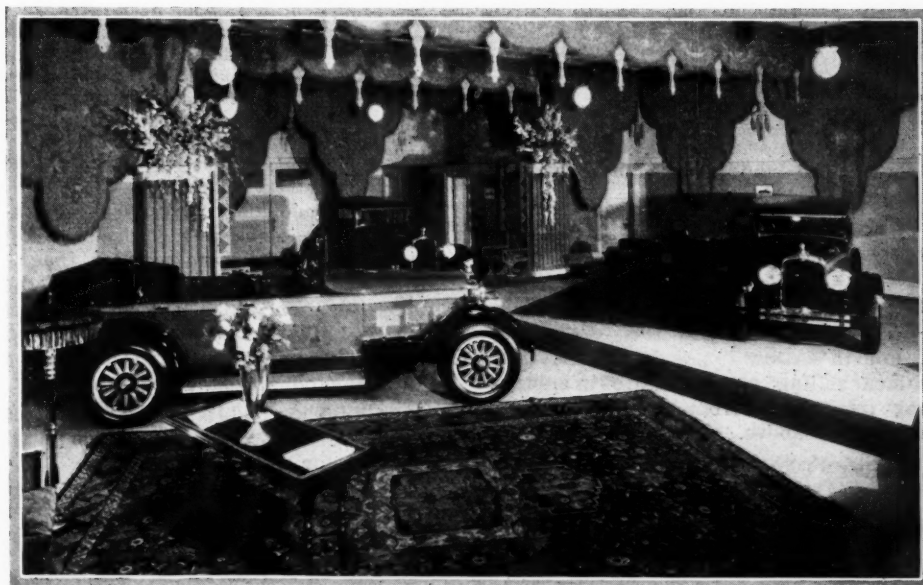
Wins 300-Mile Race at

Miami

Pete De Paolo and his smile of victory at the conclusion of the 300-mile race at the Fulford Track, Miami, Fla., which the Italian ace won in the record time of 129.29 m.p.h., finishing two full laps ahead of Harry Hartz, his nearest competitor. Pete drove a Duesenberg.



A SUPERLATIVE DISPLAY. At the right is the Chicago showroom of the Stutz factory branch all dolled up for the first showing of the Stutz Vertical 8 with the safety chassis. The floor was generously covered with oriental rugs and flood lights were used on the exterior of the building.



BEN HUR UP TO DATE. The photograph below shows Charlie Broad, a San Francisco dealer, playing "Ben Hur" on two new Flint cars making Webster street, locally known as "some climb," in second gear.



Making a Profit from Flat Rate Service Means Knowing How Much to Charge

Edited By B. M. Ikert

Things That Help Flat Rate

How to Determine the Rate to Charge Per Hour

FREQUENTLY the problem comes up for the dealer as to how much per hour to charge when establishing flat rates. In line with this the Chevrolet Motor Co., in its latest flat rate manual tell its dealers how to determine the rate to charge per hour as follows:

In order to establish a fair rate per hour it is necessary to first determine the cost per hour of operating the shop.

The operating expense of a repair shop is divided into two classes, namely, Productive Labor and Overhead Expense.

Productive Labor consists of shop mechanics whose services are sold to the owner of the car.

Overhead Expense includes rent, light, heat, power, foreman, porters, clerical, depreciation on shop equipment and miscellaneous expenses such as waste, kerosene oil and cotter pins.

Factory guarantee and conditioning of new and used cars is a sales expense which should be charged to selling expense.

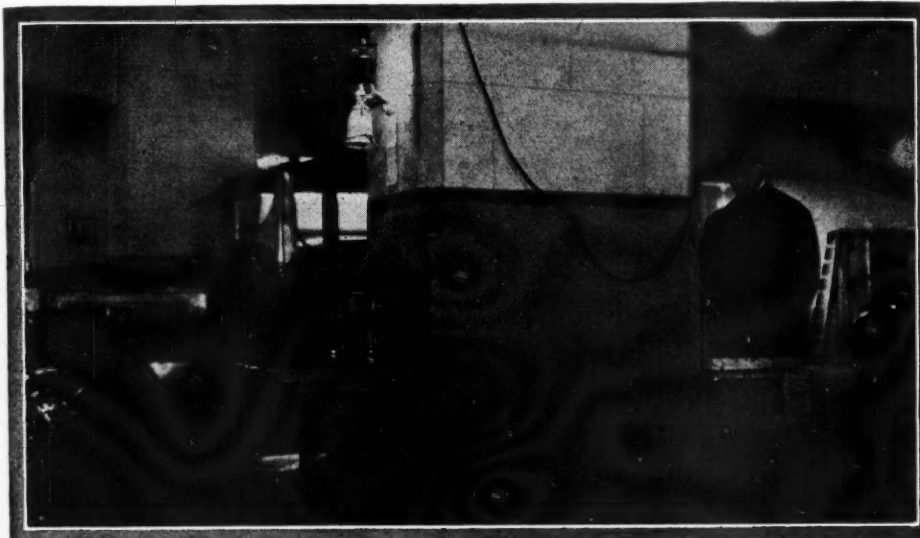
First—Determine the average amount paid mechanics in your vicinity by competing shops.

Second—Determine the average selling price of labor as used by competing shops in your vicinity.

Third—Determine your total overhead expenses over a period of a year, if possible. Otherwise, determine your expenses for the longest period possible under a year.

Fourth—Allow 20 per cent of the ascertained selling price for profit, subtracting this figure from the selling price mentioned above.

Fifth—From this remainder deduct the



Accessible Tools Speed Up Work

On each row of supporting columns in the garage of the Howard Automobile Company, San Francisco, there have been arranged two work benches for doing small jobs. Each work bench is provided with a vise and drawer for tools. The benches are tapered off which enables cars to be driven between the columns and not strike the benches. Each column is provided with two electric connections for lights. Over each bench is a special electric light attached to a cord wound on a reel

average amount which it is necessary to pay mechanics per hour.

Sixth—Divide the total overhead expense by the remaining figure and reduce this result to one month's time.

Seventh—Divide this result by the number of hours one mechanic works per month (9x25, if the shop is working on a nine-hour basis or 8x25, if the shop is working on an eight-hour basis.)

Eighth—The results shown will be the number of mechanics which it is necessary for you to employ.

Ninth—Multiply the number of hours for one month by the determined selling price and divide this by 4. The answer will be the number of customers which you should have per month.

If the number of customers on your books is equal to this number or, if there are a sufficient number of cars in your territory so that you can obtain this number of customers each month, your selling price is then determined and will be set entirely in accordance with the figure used by your competitors. If there are not enough Chevrolet cars in your territory to enable you to bring the number of your customers per month up to the required figure, it will be necessary to raise your selling price to the next highest quarter of a dollar; following the same procedure as outlined above to determine the accuracy of your final figure.

Cash Payments Advantageous

The cash basis of payment provides for the payment of the bill at the time the car is delivered to the customer. This simplicity does away with all delay and the saving effected by the elimination of the cost of carrying charge accounts, and this is a material factor in lowering the cost of car maintenance.

FLAT RATES for Dodge Brothers Frame & Bracket Operations

Motor Age's Flat Rate Forum No. 56

Manufacturers' Official Designation		Time
109	Front spring rear bracket, remove and install one.....	3 hrs.
109-A	In connection with Job No. 109, remove and install one new front bushing, add.....	½ hr.
108	Rear spring front bracket, remove and install one.....	4 hrs.
108-A	In connection with Job No. 108 remove and install one new rear spring front bushing.....	½ hr.
110	Fuel tank bracket (open car) remove and install one.....	4 hrs.
111	Fuel tank bracket (open car) remove and install two.....	5½ hrs.
112	Fuel tank bracket (closed car) remove and install one.....	6 hrs.
113	Fuel tank bracket (closed car) remove and install two.....	6¾ hrs.
	After car No. 686091 with new strap.	
114	Running board bracket, remove and install one.....	3½ hrs.
114-A	In connection with Job No. 114, for each additional running board bracket removed and installed on same side of frame, add.....	½ hr.
114-B	When necessary to remove battery box, add.....	1 hr.

The READERS' CLEARING HOUSE

Questions And
Answers



On Dealers
Problems

Short Circuit May Reduce Load on Chain

Q.—Would a short circuit in the armature or field of a generator cause the chain to jump on a 1925 Jewett? This car has automatic take up device on the front end chain. Would also like to see an illustration of the chain drive on this car, as well as explanation of the way the chain is lubricated.—Raymond Forsythe, 328 N. E. 15th Terrace, Miami, Fla.

The illustration is shown in accordance with your request. We do not believe that a short circuit in the generator would account for the chain slipping. The take up device uses a spring which rotates an eccentric bushing in the idler sprocket. As the idler does nothing but take up slack, we do not see how an abnormal strain on the chain would have any effect on the idler or on its ability to keep slack out of the chain. The oil pump body is drilled with a small hole through its upper supporting flange and this hole registers with another hole drilled in the crankcase which leads to a groove cut in the idler sprocket shaft. A hole is drilled through this groove which leads to a longitudinal hole drilled in the idler sprocket shaft and at the forward end of this longitudinal hole another hole is drilled through the shaft and sprocket. This provides a passage direct from the gear compartment in the oil pump to the bearing surface of the idler sprocket and the timing chain. Another passage is provided at the idler shaft bearing for conducting oil through a copper tubing direct to the water pump drive shaft rear bearing. Oil from the pressure release merely flows back into the crankcase and is not used to lubricate any part of the engine.

MOTION IS NOT POWER

Q.—We are having an argument about a Fordson tractor which is used to saw logs into lumber. There is no governor used on the engine. With the throttle wide open the engine will run at very high speed. Then when we begin to feed a log into the saw the speed of the engine will be reduced. This is the question: Is the engine developing the same amount of power while the saw is cutting through the log and while the engine is running at a slower speed as it was when running at high speed without any load?—Carlos Farris, Tilford, Ky.

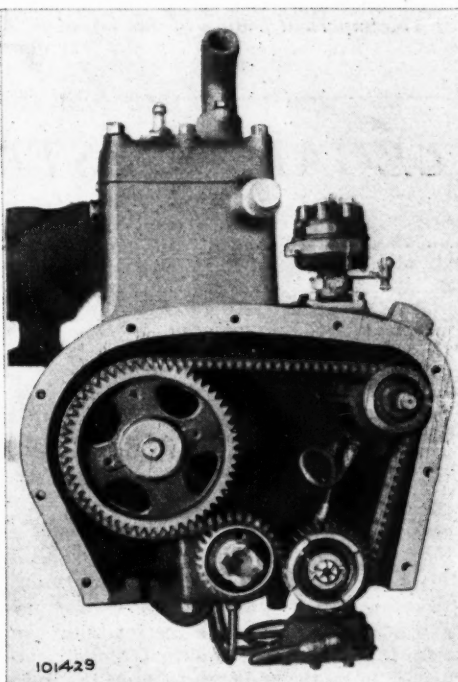
The useful power developed depends on the force exerted and on the speed of motion. For example if we could find out the force needed at the point of the saw tooth in order to push the saw through the wood and would then multiply this by the feet per minute that the saw tooth moves, we would have the foot pounds of work done in a minute. If this figure came out 33,000 it would mean

one horse power developed. On this basis the engine is developing no power whatever when running without a load. Of course it is generating some power, but all of that power is being used up inside of the engine or in driving the saw which in turn is doing nothing, so that as far as useful work is concerned there is no power developed. When you begin to saw the log there is some power developed, for work is being done. If your question refers to the internal as well as external power, that is, including friction losses in the engine, then we do not know the answer. It would have to be determined by careful tests on the engine in a mechanical laboratory.

ACCURATE SPRING REQUIRED FOR THIS MARVEL

Q.—On a Marvel carburetor I sometimes find it necessary to put in a new spring after which I can adjust the carburetor properly. Using the old spring, however, and either increasing or decreasing the tension does not make it possible to get a good adjustment. Why is this?—A. W. Taberner, Exchange Hotel, Kerang, Victoria, Australia.

The proper functioning of this carburetor appears to depend on accurate control of the air valve which is regulated by the spring in question. After the spring has been distorted either by stretching it or cutting off a coil or two, it is no longer accurate and does not check up with the carburetor requirement.



Link Belt chain layout on 1925 Jewett

Valve Grinding Versus General Overhaul

Q.—I am interested in an idea that was written up in MOTOR AGE of October 29th. It was an article on page 43 announcing the opening of a flat rate valve specialty shop in Oakland, Calif. What capital do you think it would require to fit up a shop and run it? There are about 16,000 or 17,000 cars in a vicinity I have in mind, also a large tourist trade. Do you consider this a large enough field for a proposition of this kind?—D. A. Innes, 109 S. Archibald St., Ft. William, Ont. Canada.

While this was published as a news item it does not necessarily carry the recommendation of MOTOR AGE. We would like to point out that there are difficulties in the way of operating a business of this sort. First and foremost is the fact that when valves need grinding there is usually other work that should be done on the car and if facilities are available for valve grinding only, then a job may be turned out which is far from satisfactory. For example, valve grinding may be done in an attempt to prevent leakage of compression. The trouble may be due to the valves or due to leakage of pistons and rings or may be a combination of the two. Accordingly if only part of the job is handled the results will not be satisfactory.

Then again new valves may be installed and it may be found that the valve tappets or push rods are in bad condition and should be replaced. This again may lead to tests which determine that the camshaft bearings are loose and cause noisy valve action. For this reason, it is the MOTOR AGE recommendation that a job should be thoroughly done.

Cases will arise, of course, where valve grinding and carbon cleaning will constitute a fairly good repair job on the car, but the difficulty is in determining which job can be done safely taken on this basis and which should be turned down or referred to a shop handling general overhaul. Equipment for this sort of work would not be expensive. It would comprise electric valve grinders and wrenches adapted to the cylinder heads of the various cars. For accurate, fast work it would also necessitate knowledge of the construction of the various cars and the exact procedure to follow in grinding the valves.

A LITTLE ELBOW ROOM NEEDED

Q.—Is it possible to pack a Nash 6 water pump without taking the pump from the car?—New York Reader.

No, it is not practicable to try to do the job on the car as there is not enough room available.

Planning Your New Building

Service Exclusively to Be Featured Here

Q—I am enclosing sketch of plot of ground and would like to have your suggestions as to plan for a repair station of this size.

I will also state that we are not going to handle gasoline or general storage and that we expect to service from 1,000 to 1,500 cars a year. We want an up to date wash rack, greasing rack, blacksmith shop, electric shop, and not very much in the line of machine shop, only emery wheel, drill press, electric test table, valve facers, arbor press, brake lining machine. We would like to have a one-story plain, but attractive building with suitable office, parts room, tool room, also a locker room and shower bath for employees.—Missouri Repairman.

We have laid out quite a complete plan for your service garage which we believe would work out very well, especially in its comprehensive nature. Of course, some of the details might be changed to better suit your special needs, but for the general run of service garage of this size and on a lot of this shape, we do not think the general layout could be very greatly improved.

You will note that the washing and greasing arrangements are comparatively separated from the rest of the service. These have their own entrances on the main street and should have a foreman in charge who has a small desk at the entrance to the wash rack.

All other service is taken care of at the main office. Cars enter at the service entrance just back of the accessory store on the side street, where the service salesman confers with the customer and makes a list of the requirements. From this point the car proceeds to the department where the work is to be done, whether it is a light repair job, a complete overhaul, battery service, tire service or something special. If the departments are all full, it is stored in the storage space to wait its turn to be moved into the repair department. Cars all enter at the one entrance leave at the one exit, so that by having a man stationed near the exit, the tire repairman could do this work, no car is permitted to leave unless the driver is provided with a release, showing that the bill has been paid or that the owner has sufficient credit.

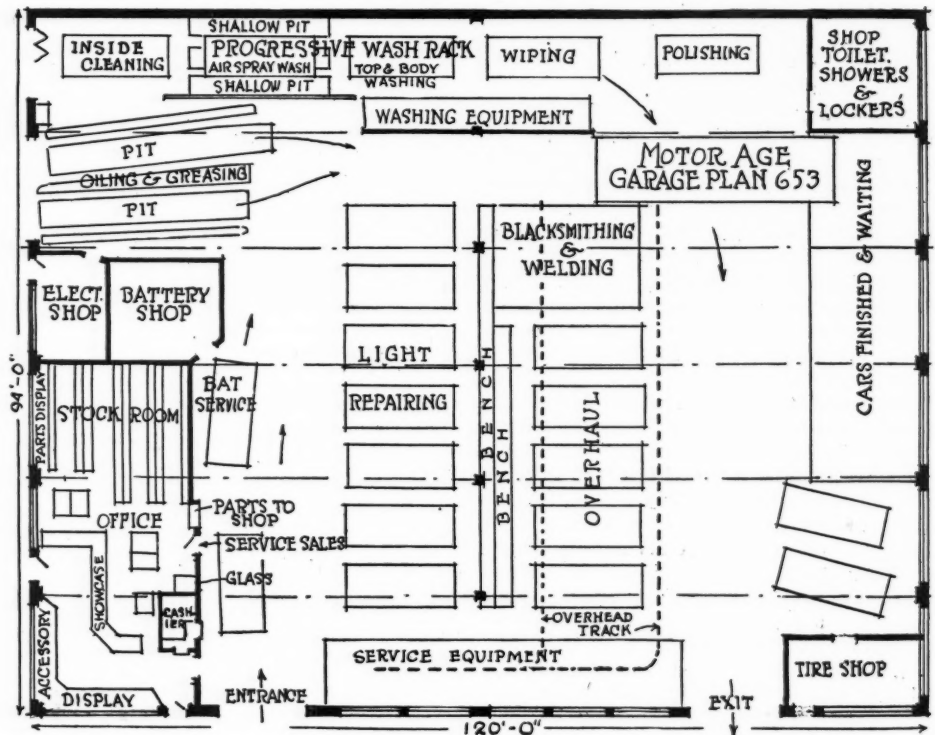
It is essential in a building the size of this to have plenty of skylights installed as otherwise the center of the building would be very dark and since in this plan the center of the building is the main location of the repair shop, it would be well to go a little further than usual with the skylight arrangement. We would suggest a continuous skylight through the center on each side of the row of posts which support the center part of the roof trusses. Besides this some

medium sized skylights over the aisle spaces would be very advisable.

The wash rack is the progressive type which has been described in MOTOR AGE very often and with which you are no doubt familiar. The greasing pits are placed as they are, because there is barely space between the two columns in the outside wall supporting the roof

By Tom Wilder

trusses for two cars to enter abreast. Rather than make a special construction or waste space we have spread the racks inside so that there would be more space between them.



The important feature of this layout is the routing of the work which, in a large shop, is quite important

LEGAL QUESTIONS ANSWERED

By Wellington Gustin

Q.—One of our customers at the time of purchasing a car resided in New York City. We had taken two chattel mortgages of this man at time of delivery of car, had both mortgages recorded, one in the county where transaction took place and the other where the purchaser resided. A few months later he moved to Florida with the car and is now three months behind in his payments. What procedure shall we take?—Central Garage, 225 New Brunswick Ave., Perth Amboy, N. J.

I take it that you have but one mortgage on the car sold, but had two copies of the instrument made out for your use, and that you had the instrument recorded in both your state and the purchaser's state. Now the rule requires that mortgage be recorded at place

where purchaser resides or keeps car.

The mortgage should require that purchaser obtain consent of the seller before the car may be removed from one state or county to another, there to be kept permanently. Now although the instrument requires this consent, said consent may be given orally or where the seller sits idly by and permits a transfer, such acts are often construed to give or imply consent.

Where a mortgaged car is transported to another state, it devolves upon the mortgagee to record his mortgage in the new state to protect his lien against other lien claimants in the new state or against a sale to an innocent purchaser.

(Continued on next page)

Answers to Readers' Questions

Adjustments of Clutch on Selden Truck

Q.—Publish in Motor Age how to adjust clutch on 1½ ton Selden truck. This truck has a Continental engine. The clutch has been grabbing recently.—H. Kee, Route 3, Box 14, Aurora, Ore.

We are showing a sectional view of this clutch. This is a dry plate clutch and should not be oiled. However, if the clutch takes hold too suddenly or grabs a little kerosene oil put on the plates while the clutch is released will wash out any grit which may have accumulated and will correct the trouble. Following this the clutch will slip for a short time after which the operation will be all right.

If the clutch slips excessively after the truck has been in use for some time, on account of wear in the clutch facings, tighten up on the adjusting studs which are reached through the hand hole plate on the clutch housing. They have hexagonal heads which pull against the pressure plate and are threaded on their inner ends screwing into the pressure ring, thus providing a means for adjusting the spring tension. Turning the studs to the right, (clockwise) increases the spring pressure and turning them to the left reduces it. The studs automatically lock into notches in the pressure plate, insuring that the adjustment is maintained.

As the adjustment is very sensitive, give the studs only a single turn then try the clutch action, being careful to turn each of the studs an equal amount in the required direction so that the pressure will be uniform on all parts of the clutch. Do not turn the studs to the left any further than when you meet a positive resistance as they are headed over to avoid losing the pressure ring. The clutch release bearing and the pilot bearing on the front end of the drive shaft are packed in grease, when the truck is assembled. While overhauling, these bearings should be repacked with a medium grade of grease.

RECORDING CHATTEL MORTGAGE

(Continued from page 24)

Your neglect in this regard may prove disastrous to your mortgage, because the purchaser may sell the car or mortgage same in the state of his new domicile to innocent parties who could find nothing of record in the recorder's office of the county where the car is now situated. Your mortgage should be recorded in the county where the car owner now lives and the property is kept. And if you feel that your account is in jeopardy you had better consult your local attorney who can send your mortgage and account for collection by foreclosure in Florida, if necessary.

OIL PRESSURE DROPS AS BEARINGS LOOSEN

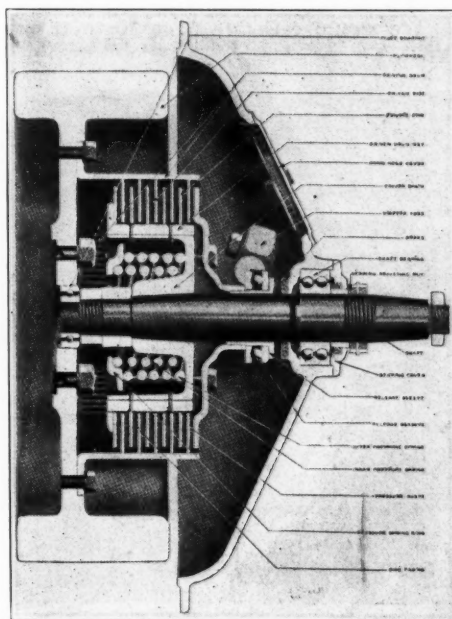
Q.—We have a 1924 Jewett which has run about 11,500 miles. Until the car had run 8,000 miles the oil pressure would show 42 lbs. at normal speed and would drop to 10 lbs. when idling. At 8,500 miles I changed the piston rings, was unable to take any shims out of the connecting rods and only two thousandths out of main bearings. Since then the oil pressure has dropped to 30 lbs. when running and 10 lbs. idling. The main and rod bearings are adjusted to .002 inches clearance. What made the pressure drop in this manner? —Harold W. Kraner, The Somerset Garage, Somerset, Colo.

We believe that in some way you have affected the fit of either the main or connecting rod bearings so that the oil leaks out easier. We believe the pressure of 30 lbs. is still sufficient, however. An approximate value is often given as ½ lb. for each mile per hour. The only way to tell would be to drop the engine pan, disconnect the oil line from the pump and force oil through the system, observing how much oil leaks from the various bearings and how fast.

THE THEORETICAL COMPRESSION PRESSURE

Q.—What is the easiest rule to use when finding the gage pressure when the compression ratio of an engine is known. —Motor Age Reader.

Multiply by 14.7. This gives the theoretical gage pressure at sea level. The actual pressure will always be less due to leakage and the fact that the speed of the piston does not permit all of the air to come in that would come in if plenty of time were available.



Sectional view of Selden dry plate clutch

A Test on the Oil System Will Find the Leak

Q.—We have a 1924 Buick on which we are having trouble with the oil pressure. The bearings are tight and we have installed new pump gears, pump body and shaft. Have also cleaned out all oil lines. We find we can keep the pressure up by stopping the flow of oil to the rocker arms.—Clark & Blount, Greenville, Tex.

When the oil pressure is not high enough it shows either that the pump is not producing enough pressure or else that excessive clearance at the bearings is allowing it to leak away too fast. We believe that worn rocker arm bushings account for the trouble. Instead of guessing, however, would recommend a test. To make this test disconnect the oil pump from the oil line and run a pipe connection to an outside one gallon tank. Solder a valve stem in the tank and after having it about half full of oil put on the cap and apply air pressure.

In this way you can force oil through the lubricating system while the engine is not running. You will then be able to observe where the oil leaks out the most. For example, if it comes in a regular flood from some of the bearings it shows they are much too loose. You can do this first with the oil line going to the hollow rocker arm shaft and then you can do it with the oil line going to the main bearings. Another way would be to remove the gears from the oil pump and plug up all openings and force oil into the pump, so that it would feed into both oil lines at once. Conditions are right when the oil comes in drops from all bearings, about the same amount from each bearing.

RUNS A SHINGLE MILL

Q.—A Ford engine will be used as a power plant to run a shingle mill and therefore will need a governor. Could you suggest a simple means to construct one to approximately meet requirements?

We believe it would be better to use one of the governors on the market. Some of the magneto companies make magnetos and attachments for Fordson, these being equipped with governors. It is possible that they can also provide equipment for the Ford engine. Additional information will be given by letter.

Q.—The pulley on the mill measures 12 in. and the mill should run 600 to 700 r.p.m. Would a 6 in. pulley on the engine be about right?—Geo. A. Cook, Langsdale, Miss.

Yes, this will allow of an engine speed of 1,200 to 1,400 r.p.m.

USE OF SLEEVE VALVE ENGINES

Q.—Is the Knight motor the only engine using sleeve valves?

In the United States, yes. In England the Argyle is made with a single sleeve which slides and rotates at the same time.

Answers to Readers' Questions

A Few Points on Radiator Repairing

Q.—We are adding a radiator and battery shop to our present automobile repair business and accordingly would like to ask a number of questions.

Is there any preparation used to cut the old solder loose on a radiator when disassembling without heating it. If so where can it be purchased and how should it be used?

We do not know of any method except a torch used for lead burning and radiator work.

Q.—How can we make a flux to do radio soldering with?

For radio work it is best to use paste which does not contain acid and as this can be obtained in small cans for 10c or 15c it would hardly pay to try to make it. For radiator work it is customary to use hydrochloric acid which is commonly called muriatic acid with as much zinc in it as the acid will dissolve.

Q.—Where a radiator has been torn down should the solder joints be tinned to obtain a better job in reassembling?

If the joints are still covered with solder it is not necessary but if they are dirty the dirt should be cleaned off and the surface made clean with solder and heat.

Q.—In reassembling old work is it necessary to get all of the old solder off where it is clean?

No the old solder is just as good as the new if it is not dirty.

Q.—Is there any flux that will make solder hold on a cracked cylinder head?

We do not know of any flux that will make solder work on cast iron. For cast iron it is better to do a welding job with acetylene flame.

HOW TO REMOVE PROPELLER SHAFT

Q.—Give information on removing Dodge drive shaft and drive shaft pinion on 1920 model car.—Osage Valley Garage, Osceola, Mo.

The easiest way is to take the axle from under the car. By disconnecting brake rods and springs it will pull away from the universal joint at the front end of the torque tube. Then loosen the flanges at the wheel and pull the axle shafts out of the way. Take off rear cover of axle and remove differential. Take off bevel pinion and the shaft can then be taken out at the front end of the torque tube.

LOCATE THE NOISE FIRST

Q.—I have a Ford roadster that makes an awful noise in the transmission. When I push down the low speed pedal it does not make any noise, but when it comes back in high gear it makes an awful noise as if gear teeth were missing.—E. E. Bone, 3928-A McPherson Ave., St. Louis, Mo.

The trouble may be in the rear axle and transmitted up through the torque

tube so that it sounds as if it is in the transmission. To tell this jack up the rear axle and put blocks under it so it cannot fall down. Then run the engine and leave the emergency brake lever in the down position so that the axle will be driven at high speed. Then get behind the car and listen to the axle to see if this is not the source of the trouble. If so, it means the axle must be overhauled.

WHAT MAKES A PISTON LOSE ITS HEAD

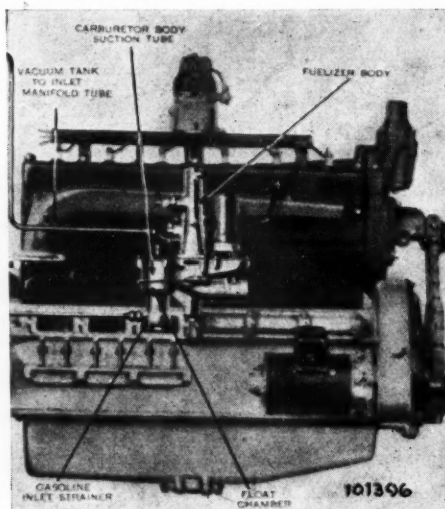
Q.—We have a Peerless 6—1924—model 70 which has broken the head off of the piston at the top ring. First the No. 3 piston broke and the second time it was the No. 2. The first one broke when the car had run 2,000 miles, the second when the car had run about another thousand miles.—Frackville Sales & Service Co., 220 S. Lehigh Ave, Frackville, Pa.

We would suggest your checking to see that there is no tendency for the upper piston ring to come out of the bore. Another possibility is that there is a ridge in the cylinder which tends to catch the piston ring. Ordinarily we would not consider there is very much strain tending to pull the head off of the piston. Possibly a connecting rod or two has been used which is a little too long and allows the piston to go up too far.

POWER INCREASED WITH FORDSON VALVES

Q.—I am overhauling a Ford engine and putting in Fordson valves after having reamed the valve ports larger so as to receive the Fordson valve, giving same about 1/16 inch seat. About how much will this increase the speed of the engine?—Geo. A. Cook, Langsdale, Miss.

We would estimate from 10 to 15 per cent.



Packard Six showing carburetor body suction tube

Connecting Rods Used on Stearns Knight

Q.—Can you tell me what model Stearns Knight car used Lynite connecting rod and what model used a tubular steel connecting rod? What was the bore and stroke and what was the size of the connecting rod bearing? What was the size of the crankshaft?—R. E. Clawson, Lawrence Avenue Garage, rear 625 W. Lawrence Ave., Springfield, Ill.

Tubular steel connecting rods were used on all models up to 1925, that is up to car No. 2806. In 1925 starting with car No. 2806 and including car No. 2905 the Lynite connecting rod was used. The bore of this engine was 3 3/4 in. In 1925 Stearns cars having cylinder bore of 3 1/4 in. had Lynite connecting rod on cars from No. C-1 up to and including C-948. The same was true on cars having cylinder bore of 3 1/2 inches on cars No. S-2906 to No. 3200. In 1924 the model S was the car having the 3 3/4 in. bore while in 1925 it had a 3 1/2 in. bore. The stroke on all models is 5 in. The Stearns Knight connecting rod length is 12 1/2 in. center to center, while the diameter of the bearing at the lower end is 2 1/2 in. and the length of the bearing at the lower end is 2 in. On model C the front main bearing on the crankshaft has a diameter of 2.37 and a length of 2.37 while the rear bearing has a diameter of 2.37 in. and a length of 3.50 in. On model S the front main bearing has a diameter of 2.50 and a length of 2.37 while the rear main bearing has a diameter of 2.50 and a length of 4 in.

Q.—What size connecting rod and bearing does the Duesenberg passenger car take?

The length of the Duesenberg connecting rod is 9.75 in. while the lower bearing has a diameter of 2 1/4 in. and a length of 1.75 in. Most of the data above given is taken from specifications which appeared in the April 30th, 1925, issue of MOTOR AGE.

CHOKE FULLY CLOSED WILL MAKE IT START

Q.—We have a 1925 Packard six that is hard to start unless primed. After being started it sprays gasoline out of the primary air intake.—I. L. Jeweski, Drake Electric Shop, Drake, N. Dak.

We are showing a view of the carburetor on this car. You will notice a tube known as the carburetor body suction tube. One possibility is that this tube is clogged up. It should be removed and cleaned out. Compressed air can be used to blow through the tube and make sure there are no obstructions in it. Another possibility is that the choke is not entirely closed. The last 1/4 in. motion at the instrument board is necessary to close the choke. When the carburetor control is pulled out all the way it entirely closes the auxiliary air intake and nearly closes the primary intake.

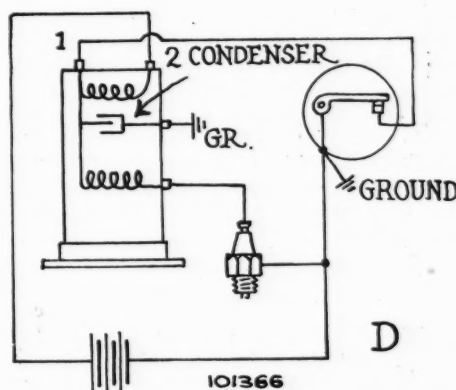
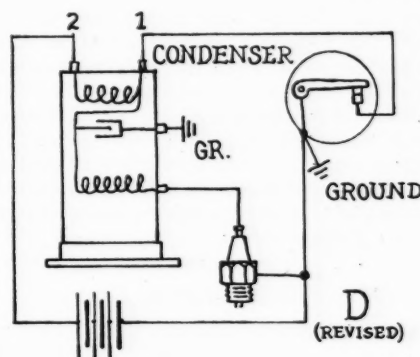
Clearing Up Electrical Troubles

Are These Ignition Circuits the Same?

On page 27 of the October 8, 1925 issue of MOTOR AGE there was an article entitled "How to Connect Ignition Coils—Who Knows?" There were also shown four sketches, two of these, C and D, representing the correct and incorrect way of connecting up a coil which contained a condenser. Some of the MOTOR AGE readers sent in the correct answer which is that sketch D is correct. Others were confused by the fact that the wires from the No. 1 and 2 terminals cross each other. This shows that some of us need more practice in tracing wiring diagrams and figuring out where the coils and condensers are connected electrically.

We are again showing two sketches, this time the same sketch D and the one just above it is D revised. If you compare these carefully you will find that they are the same electrically. No. 2 terminal goes to battery in each case and No. 1 terminal goes to the interrupter. In each case the condenser is grounded while the other end of the condenser is connected to the No. 1 terminal. In each illustration the end of the secondary which does not go to the spark plug is connected to the No. 1 terminal of the primary. In the upper sketch however, it is easier to see that the condenser is connected across the interrupter. Some readers have taken exception to the fact that the returning secondary current must go to ground and then go through the battery and through the primary in getting to the secondary. This however, does not make any real difference and it will be found that in magneto armatures the current must come through the primary in returning to the secondary.

tion with some inquiries relating to Delco motor generators but neglected to include the possibility in this article. We appreciate your co-operation in sending us this suggestion and will forward it to the subscriber who asked for assistance.



Correct condenser location is the problem with an unknown coil

STARTER O. K. WITH IGNITION SHUT OFF

Q.—We are having trouble with a 1917 Buick Delco system. The generator was not working. After replacing the top brush on the generator it worked and charged up to 30 amperes. By replacing the third brush this was remedied, the generator operates as a motor when the ignition switch is pulled out, the starter does not seem to have power enough to turn the engine over with the ignition switch on. As soon as ignition switch is turned off, however, the starter has all kinds of power.—R. B. Burger & Co., Flaxton, N. D.

Operation of the starter pedal is supposed to drop the starter brush onto the commutator and at the same time is supposed to lift the generator brush so that the machine does not try to operate as a generator at the same time it is operating as a starter. We believe you will find that the generator brush is not lifted from the commutator. This is indicated by the fact that when you cut off the generator current, by turning off the ignition switch, you get all the power you need.

Radio Interference from Telephone Vibrator

Q.—The telephone company has a Kellogg vibrator No. 939, model 9-A in the telephone office in this town which they use for ringing. This vibrator gives us very much interference with radio as it sends out a wave. If you have any suggestions to make regarding this trouble as to how to overcome it would appreciate hearing from you.—R. Leischner, Gettysburg, S. D.

On receiving your letter we took the matter up with the Kellogg Switchboard and Supply Co., here in Chicago and their answer is as follows:

The Remedy

"MOTOR AGE—The radio interference caused by the No. 9-A pole changer installed down at Gettysburg, South Dakota, complained about in your letter of January 11th can possibly be reduced by use of choke coils and condensers. This will require 2 No. 65-A retardation coils priced at \$1.25 each and 2 No. 12 condensers priced at 85 cents each. With this equipment the telephone company can carry on experiments in an endeavor to overcome the interference. Different localities present different problems in radio interference and that is why the telephone company must carry on experiments in order to find some remedy that might succeed in eliminating this trouble. If these condensers and choke coils do not overcome the trouble the only remedy is to purchase a motor generator set for ringing purposes."

FORD ENGINE TO OPERATE THIS CHARGING PLANT

Q.—We have a 5 kilowatt, direct current, 110 volt generator run by a belt from a Ford engine. We want to charge automobile batteries from this generator.—Creed B. Blevins, Box 367, Legion, Tex.

There are two ways this can be done. If it is necessary to maintain 110 volts, in order to operate lights or some other electrical devices, then you can use a rheostat in series with the battery. Another possibility is to use a lamp bank with the lamps in parallel with each other but the whole lamp bank in series with the batteries and generator. This method is inefficient if you have only one or two batteries on the line at a time. It is very efficient, however, if you have 13 or 14, 6 volt batteries, charging at once. If you do not have to maintain 110 volts you can get a rheostat and install it in the shunt field so as to cut the voltage down so as to make it suitable for the battery. If there is any question as to the circuits, we will be glad to supply a diagram.

A HELPING HAND FROM LITHUANIA

Q.—In one of your issues of MOTOR AGE I have read your article "A Rare Bird—This Electrical Trouble." We have had the same trouble in our shop on two Buicks, 6 cylinder 1924 and 4 cylinder 1923. After we had tested the generator we found that the generator was O. K. but the generator clutch assembly which connected the generator with the shaft was worn out and the clutch did not work properly when on high speed, but when on low speed it worked well and the ammeter showed charge. When the car was driven in the country the battery would fully discharge because of the current not flowing to the battery, but back into the generator.

You write that this trouble could be in the armature which could be so, but you should not have obtained discharges of the battery. When we changed this clutch the generator was O. K.—Lithuanian Sales Corp., Kaunas, Lithuania.

We had mentioned the possibility of a slipping generator clutch in connection

THESE NEW EQUIPMENT ITEMS

Mechanical Windshield Cleaner

A WINDSHIELD cleaner which is operated from the fan belt is being made by the Utility Manufacturing Co., Toledo, Ohio. The power is transmitted from the fan belt to the cleaner by means of a mono-coil cable. The operating part which is fastened to the top of the windshield frame is $3\frac{1}{2}$ by $1\frac{1}{2}$ inches. The operation of the device is controlled by a button on the dash. It is packed in individual cartons, ten cartons to the crate. List price is \$4.50.

New Magneto Horn

A MOTOR driven magnetically connected horn, a "Rhams-Horn" which according to the manufacturer is distinctly different in tone from other horns has been put on the market by J. Thomas Rhamstine, Detroit. The horn has no connection with the diaphragm. The motor is used to furnish the vibration and the diaphragm magnetically picks up the vibrations from the motor. There is no metal or mechanical parts to work on the diaphragm causing the pulsation to be smooth and doing away with the dampened effect. The horn has a black

enameled dome and a highly polished cast aluminum bell. It sells for \$25 with bracket for dash or lamp-rod mounting, F. O. B., Detroit.

Eclipse Glare-Shield

PROTECTION of the motorist from the glare of lights from other vehicles is the purpose of the Eclipse Glare-Shield, made by the Eclipse Glare Shield Co., Inc., 110 East 42nd St., New York. Regardless of the angle of the offending light the Eclipse shield can be adjusted to cope with the situation. It is also valuable as a visor in driving against the sun. When in use the driver looks "under" the shield's green glass, rather than "through" it. When not in use the shield can be swung upward entirely out of the range of vision. It holds to the windshield with a rubber vacuum cup. Price \$1.50.

Waycross Windshield Cleaner

OPERATING by suction of the engine the Waycross Automatic Windshield Cleaner lives up to its name and cleans all the way across the glass with a steady back and forth movement rather than cleaning in an arc. It is said to assure complete vision at all times by not only the driver but others in the seat with him. It is connected to the intake manifold of the engine and sized to fit every car. The device is made by the Waycross Company, Fall River, Mass. Price, \$8.00.

Hylastic Cord

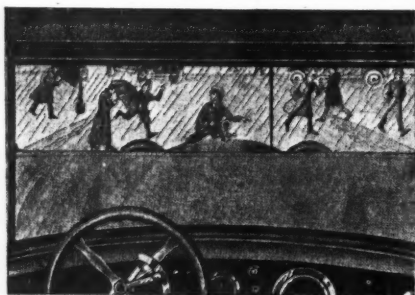
ONE of the new contributions to the market from the tire industry is the "Hylastic Cord" which has been developed by the Mason Tire & Rubber Company, of Kent, Ohio. Demand of the balloon tire, because of low air pressure, for a structure which will stretch and rebound is said by the makers to be fully met in this new product. Besides exceptional elasticity the Hylastic is declared to possess high tensile strength.

"Direx" Signal Light

SOMETHING "different" in a stop and signal light is found in the "Direx" which is manufactured by the Direx Company, Cambridge, Ohio. A yellow arrow is the outstanding element of this installation. Operated from the drivers seat the arrow points up for "slow down," points to the right for right turn and to the left for left turn. A buzzer under the dash indicates the direction of the arrow so the driver has a check-up on his signal to the car behind. Direx lights are of cast aluminum and have an attractive appearance. They sell for \$15.

Steadyford

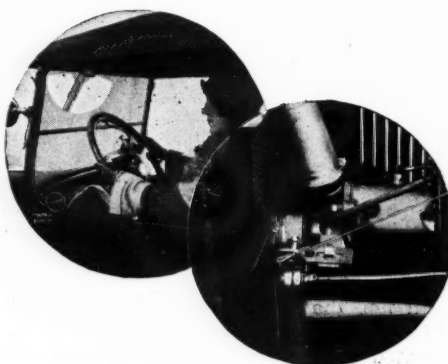
STEADIER and easier driving with a Ford are said to be realized through use of "Steadyford" which are made by Burdette Mfg. Co., 345 Sumatra ave., Akron, Ohio. These devices are applied to the front wheel spindles, a set consisting of one to each wheel, or two units. Besides making for more comfortable driving and easier steering the makers say Steadyfords prevent front wheel wobble and shimmy. Price \$1.50.



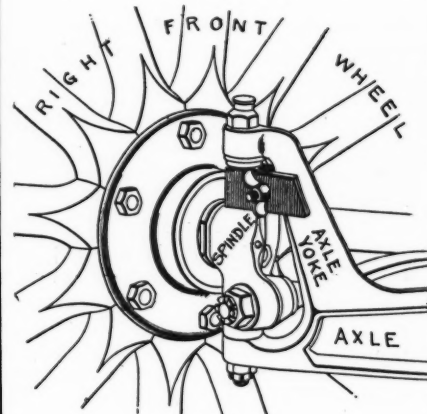
Waycross windshield cleaner



"Rhams-Horn"



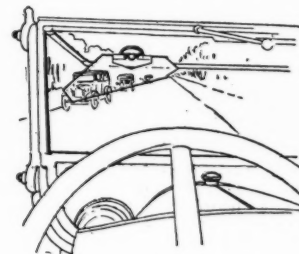
Utility windshield cleaner



"Steadyford," a device for easy riding



"Direx" signal light



Eclipse glare shield

WILL BRING YOU BUSINESS

Model 97 Duplex Mirror

MODEL No. 97 Duplex Mirror, made by the Indiana Manufacturing and Electric Co., Marion, Ind., is designed for mirroring rear view for both the driver and front seat passenger. Each of the two mirrors in the installation measures 2½ by 5 inches. The bracket is adjustable and nicked. Retail price \$2, complete with all attachments and screws.

Victor Tube Vulcanizer

A NEW tube vulcanizer has recently been brought out by the Newson Automatic Controller Company, of St. Louis. With this new vulcanizer—known as the "Victor"—a tube is first patched in the usual way. Then the patched place is clamped between a block and plate on the vulcanizer. In a few minutes the puncture is fixed. The vulcanizer is heated with steam generated by electricity from a light socket. When the desired steam pressure is generated a simple controller automatically turns off the electricity. And when the pressure drops a fraction of a pound this device turns the current on again. Safety is assured by a non-corroding plug which automatically empties the

steam chest at 100 lbs. pressure, in case the controller has been altered or misused. Any desired pressure can be obtained simply by turning an adjustment screw.

Roof Type Aerial Mast

STORES dealing in radio supplies will be interested in the new Roof Type Aerial Mast being produced by S. W. Hull & Company, 2048 E. 79th Street, Cleveland, Ohio. The masts are from 20 to 120 feet high and designed with the idea of easy erection. While strongly made the masts are light in weight. The steel roof adapter can be placed on a peak or a flat roof while earth installations can be made without concrete. All sizes are said to withstand a 500 pound pull at the top, making them capable of easily supporting heavy transmitting antenna as well as the standard aerial used with receiving sets.

Non-Chatter Oilzum

WHITE & Bagley Co., Worcester, Mass., manufacturer of Oilzum lubricants and soaps is now producing a non-chatter oil for Fords. It is claimed that besides being a perfect lubricant and reducing carbon accumulation it does not gum, pit or have a bad odor.

Improved U-Need-It Pump

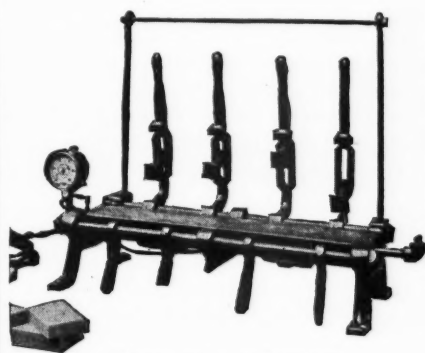
DESIGNED to use the Ford fan belt on all Ford models the "Improved U-Need-It Water Pump for Fords," made by the Turner Manufacturing Co., Kansas City, Mo., is declared by the manufacturers to make it necessary for a dealer to stock only one model of this device for all Ford trade wants. The pump is built in keeping with improvements recently made in the Ford car. Two extra long phosphor bronze bearings, with grease cup lubrication, provide a construction said to promote long life and absence of vibration. The turbine propeller is said to insure maximum capacity with minimum power. Retail price, \$4.95. Western price, \$5.50

Smithkit

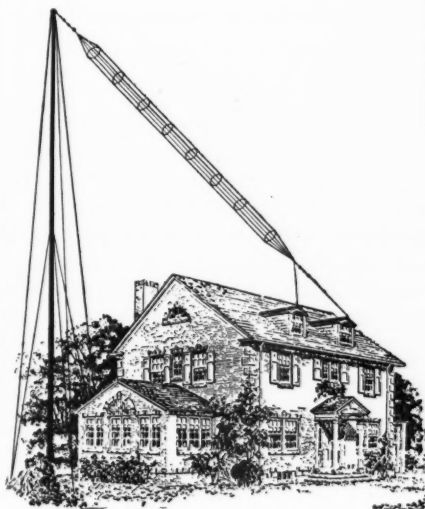
THE Smithkit consists of a receptacle for cigarets, ashes and matches, and is attached to the dash by means of a clamp on type bracket. A lever on the bottom of the kit ejects the cigarets one at a time and the match box is held securely so as to facilitate striking. The ash receiver is detachable from the rest of the kit so it can be emptied. The kit is 3 in. wide and is made of brass with a dapple black finish. It is made by F. A. Smith Mfg. Co., Inc., Rochester, N. Y., List price, \$2.25 each.

Kokomo Ventilator

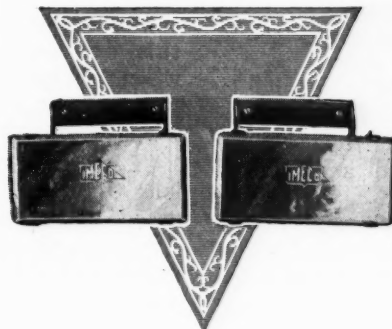
SEVERAL interesting features are found in the Kokomo Ventilator, which has been put on the market by the Kokomo Automotive Manufacturing Company, Kokomo, Ind. Designed to be installed at the top of closed car doors and windows the Kokomo Ventilator presents an attractive section of plate glass held in place with a bracket which is adjustable to meet varying sizes of windows and doors. By opening the window or door the ventilators replace foul air in the car with fresh air. The ventilator is said to be valuable, too, in protecting the top of the glass



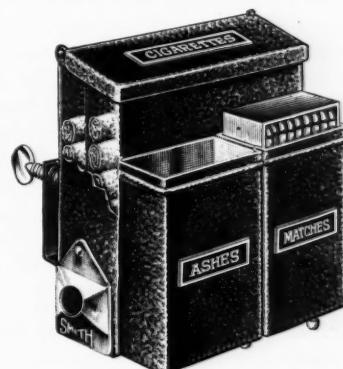
Victor tube vulcanizer



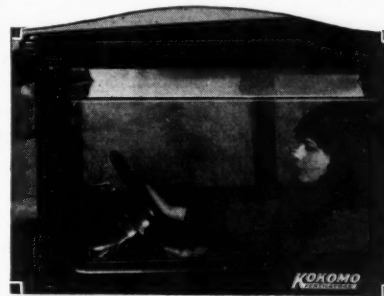
Hercules aerial mast



Duplex mirror



Smithkit



Kokomo ventilator



U-Need-It pump for Fords

Good Publicity Brings Dealer Trade

(Continued from page 11)

letters, visible at 100 feet by day, and as far as the automobile lights would illuminate them at night. "The man who wants a repair job done, a new tire, or equipment, is not looking for pretty pictures," said Bill. "He wants to know 'how soon, how good, and where,' and that's all he needs to know." As usual, Bill was right!

But our ten-strike in publicity getting was the sending to the newspapers every Friday of a brief summary of the actual condition of all the roads leading out of the city for a distance of 100 miles from the town. The idea was that the motorist going out of town for the week-end would want his road information not later than Saturday morning, and we provided this feature, accurately and carefully prepared, for the Friday evening and Saturday morning press. The only thing on which we insisted, and which the editors granted readily enough, was that the head over this material be always as follows:

"HERE'S YOUR ROAD—HOW'S YOUR CAR?"

"Information Furnished by Bill Bonnet, 1000 Busy Street."

The Friday afternoon papers printed this dope on the condition of the highways on their first pages, while the Saturday morning papers published it on the automobile or sport pages. Results from this feature, which ran throughout the touring and week-ending season, were prompt and direct. People clipped the information, taking with it Bill's name and address. Scores of motorists, both men and women, came in to have their cars put in shape, or to have repairs made, or to buy equipment, mentioning that they had seen Bill's name on the road bulletin, or thanking him for giving them information of the roads. We obtained the information from the state association of motorists, which had been in the habit of sending out long statements on the condition of the roads, released for publication on Sunday morning.

Incidentally, this is the only time that I ever have seen this particular brand of publicity offered to any news-

paper, but I believe it would be valuable to any dealer in automobiles or automotive equipment in any city, town or village, virtually regardless of the size of the community. We also had made an accurate road-map of the territory surrounding our city within a radius of 200 miles, and gave this to the newspapers for publication Friday or Saturday. Some one of them published it practically every week, with a line crediting the map to Bill Bonnet. Motorists by the hundreds clipped and carried this map, and every time they looked at it they were reminded of Bill and his business.

In the winter months, we prepared a series of short articles—none of them more than half a column in length and all signed by Bill Bonnet—on how the motorist should care for and protect his car. This sounds like old stuff, but all the advice given was correct, and was adapted to the climate of the city in which the readers lived. Again, it was brief, and the newspapers literally ate it up. We used to run catch lines in these stories, like "ten cents in grease saves ten dollars in repairs," "where was the driver when the lights went out?" "a good lining saves bad brakes," "more drain in the crankcase, less in the purse," and so on.

The employment of an expensive "publicity director"—formerly a "press agent"—is unnecessary, indeed, it is often unwise on the part of the dealer in a town of less than 100,000. If the dealer in automobiles, parts, equipment, service, tires, or anything else connected with the industry will make it his business to get himself acquainted with the editors of the newspapers in his town, and particularly with the men in charge of the automobile departments, he will get more co-operation on legitimate publicity than he imagined ever existed. The way to make a friend is to be one, according to some philosopher, and the automotive merchant who makes himself a friend of his newspapers presently will find that he has made friends with many of their readers.

How to Give a Successful Demonstration

(Continued from page 13)

Further instructions for the actual carrying out of the demonstration are given by Mr. Dingley as follows:

"When you start the car, start it right—for how many times have you heard a man start off in low gear, accelerate his engine in this gear (a growl like a bear) up to 12 or 15 miles per hour, then on into second gear, carrying through the same procedure, and finally, at 30 to 35 miles per hour, he shifts into high gear.

"How much nicer it is to start off in low, immediately the car is in motion, shifting into second and then into high gear. You should be in high gear before the car has traveled twenty feet. Right here you have the opportunity of demonstrating acceleration and low speed torque, as well as eliminating that annoying gear noise.

"The first three to five minutes of driving should be extra careful ones—use every effort to convince the prospect he has no cause to watch your driving; thus gaining his confidence until he in turn 'gets settled' and concentrates on Stutz performance.

"In all demonstrating, drive so that the people in the car are comfortable and feel safe. Endeavor to visualize passenger cars with relation to train travel—if the engineer starts and stops with a jerk, you mentally note him as new off a freight train; how much more pleasing is an ease of getaway and graceful deceleration and stop.

"Just another thought—never back up or reverse

quickly—it is not safe; are you certain a pedestrian is not behind you?

"When you are started on the demonstration, attempt to size up the prospect. Immediately use every effort to observe if he is nervous. One should gain a good idea of this in the first five minutes—does he press on the floor boards, hold to side of the car and watch road carefully? Sell him on your driving by demonstration of safety. It is best that you, in advance of a request, advise the prospect that you wish him to try the car after you have given him a demonstration—after you have had the opportunity of putting the car through its paces for him. In this way you already have had the best from the car when he drives; he has that in mind and does not blame the car for his errors. Always offer the prospect the wheel when returning from a ride.

"I endeavor to find the prospect's pet motoring hobby—long tours, hill climbing, acceleration, deceleration, or speed, and then I bring out these points.

"No point can be overlooked—every detail must be watched, for if you are not watchful, the other fellow is. Always check the direction of the wind, a good telltale is the smoke from stacks or chimneys—you must bear in mind that the wind influences the better acceleration, deceleration and maximum speed tests."

EDITORIAL

Effective Use of the "Want Book"

A VERY successful accessory dealer was asked a few days ago what institution of practice in his store he considered the most indispensable. Quite promptly he came across with an idea as old as merchandising. "My 'Want Book'," he replied. "When taken together with the practice of having a permanent place for every item stocked, proper use of the Want Book is invaluable. One of the secrets of making money in this business is the trick of having on hand the item called for by a customer. The Want Book, properly used, plus a permanent place for everything—offers the best system I know of to keep supplied with those things asked for by your daily trade."

Old as it is there are many automotive merchants who do not use the "Want Book" to full advantage. It belongs in a system in which every employe of the store should be a part. The instant an employe notices that a supply of certain items is low, even before it is dangerously low, a memorandum should be made. If he is too busy to go at once to the "Want Book" he should make a memorandum in a pocket memorandum book for transfer to the "Want Book" at the first available moment. Thus the store's buyer has "want" references before him in time to re-stock different articles before full depletion.

It stands to reason that having a "permanent place for everything" as nearly as possible is a plan which hits fine alliance with proper use of the "Want Book." At any rate *the merchant can only sell what he has*. There's the thought worth remembering.

Begging Mother Goose's pardon, we have a sneaking idea that Little Annie Eetticote was a used car. The longer she stands the cheaper she grows.

Open House But Cold Hand

WHEN the dealer announces "open house" it is a good plan to give equal attention to all who grace his new sales and service building with their presence.

Friends are all right. Prospects are most welcome and the men or women looking like potential buyers certainly are not to be ignored. But, when the dealer throws open the doors of his new building for the first time to the public at large every precaution should be taken to see that everyone gets the glad hand.

Recently a dealer held open house for a brand new sales and service building he had put up. There was quite a large number of visitors on hand all day. But the dealer made the mistake of gathering about him only his intimate friends, leaving strangers to shift for themselves. A man from the factory was on hand to explain the mechanical features of the chassis and body of the car which this dealer had taken on, but the factory man was gossiping with another on the running board of one of the show cars. No attempt was made to make the visitors feel at home.

No effort was made to get the names of the visitors

for a follow-up system to get prospects. People simply came in, looked around and went out without anyone attempting to interest them in the cars, show them around the building or thank them for having called. As an open house it was a dismal failure.

It won't be long before owners will want their cars "tuned up" for the longer trips of warmer weather. Well, Mr. Tradesman, be thinking in advance about your plans to "tune in."

National Shows Recognize Service

AN important announcement made this week in the news columns of MOTOR AGE is that from the National Automobile Chamber of Commerce concerning the 1927 national automobile shows at New York and Chicago. It is announced that an important feature of these shows will be the service section where all the best methods of servicing automobiles will be demonstrated in connection with a complete exhibit of service equipment.

At the same time it is announced that the maintenance equipment show held at Detroit for the last two years will not be held this year. Instead, the manufacturers of service equipment are expected to cooperate with the N. A. C. C. in providing a complete exhibit of equipment that will be of interest not only to the trade but also to the car owners.

A complete maintenance exhibit such as the management of the National Shows proposes to present next year certainly will add to the attractiveness of the shows for the dealer.

The homeliest salesman might not be able to "sell himself" to the ladies but he can win 'em over on the modern car. They do fall for "appearance."

Sell Optimism

THIS is an excellent year to sell that commodity known as "optimism." Optimism is contagious, as much so as smallpox or pessimism—if you will only look at it that way and do your utmost to radiate it at every opportunity and pass it along to the other fellow.

Conditions are unusually good. There is everything in the undertone to indicate fine business health for the country generally. The dealer knows this to be a fact. So does the salesman. Now it is up to them to make the prospective automotive buyer come to a full awakening. Prospective business for the automotive seller is measured by the actual soundness of conditions plus "radiated optimism." So, let's radiate. Let's "feel" the country's prosperous state and make the other fellow feel it. Then he will be more apt to buy and his buying will induce others to buy.

SALES OF CARS MOVE UPWARD

Good Weather and Price Cuts Stimulate Demand

Little Danger of Overstocking Is Seen With Factories Able To Curtail at Any Time

NEW YORK, March 17.—Sales of automotive products have improved materially in the last two weeks, having been aided by good weather and by price cuts made by most of the large manufacturers in advance of the day when the reduction in taxes on motor cars goes into effect. Production has also gained, and the large-volume factories with one important exception are now at or above the highest rates of output in their histories. For these companies, first-quarter production will be greater than in any previous year.

The rapid rate of output is symptomatic of the intensity of current competition. Generally speaking, the well-stocked dealer is likely to put forth stronger efforts to sell cars than the dealer with fewer cars on hand and therefore lower carrying charges to meet. There is no objection to the practice of stocking at this time of year unless the dealer is overloaded to such an extent that he will far overstep the bounds of sound business in allowances on trade-ins. This tends to glut the used-car market and cause heavy casualties in the dealer-ranks.

Although in some quarters the opinion is expressed that production has been exceeding sales by too wide a margin, it is generally acknowledged that the factories are still in position to curtail in time to avoid serious difficulties should the market fail to meet expectations.

Another price cut has been announced by a large producer of sixes, but otherwise list prices, which are not affected by the tax situation, have remained fairly stable, there being one or two instances of revisions upward. The manufacturers are in good condition as to costs, with development expenses on current models written off and with raw materials, tires and some other items of original equipment lower in price.

Light Six Not Called Moon

ST. LOUIS, March 13.—It was announced this week by the Moon Motor Car Co. that the new light six model to be introduced in 1926 will be brought out early in the summer instead of the spring as announced previously. It was also said that the new car will not be known as a Moon but will bear another name.

Auto-Lite Plant Enlarged

TOLEDO, March 13.—Work has started here on the three new units of the Electric Auto-Lite Company by which floor space will be increased by about 200,000 square feet.

Begin "Rustproof" Hearing

DETROIT, March 13.—An inventory hearing which is expected to involve several million dollars has begun before William S. Sayros, Jr., master-in-chancery to determine the amount of money due the Parker Rustproof Company from the Ford Motor Company for infringement of patents. A year ago, Judge Arthur J. Tuttle gave the Parker company judgment against the Ford Motor Company for patent infringement concerning a rustproof process. The patents are held by the Parker company and are said to have been used by the Ford company in their manufacture since 1917.

Motorist Favored Again

WASHINGTON, March 13.—The motorist again has the laugh on the pedestrian. Under the regulations of the Internal Revenue Bureau a motorist who pays damages for injury to a pedestrian, such amount is deductible in his income tax return, provided at the time injury occurred the car was being used for business purposes, it is learned here. The bureau has never been called upon to determine whether or not a fine paid by a motorist might be deducted as a business expense if he was using the car at the time for business or professional purposes.

Hudson Essex Reduces Prices

DETROIT, March 13.—The Hudson Motor Car Co., this week announced price cuts of \$50 each on all closed Hudson and Essex models except the sedan which remains unchanged. This cut, together with the reduction of war taxes, became effective at once. Delivered prices will be announced individually by dealers and distributors in each city. The following are the A. Y. D. prices in Detroit: Essex coach, \$789; Hudson coach, \$1209; Hudson brougham, \$1464, and Hudson sedan, \$1695.

Lincoln Production Gains

DETROIT, March 13.—Increased popularity of the Lincoln car is evidenced by a new production schedule announced by the Lincoln Motor Company calling for 40 cars per day. The new schedule, which is now in effect, is the highest ever run by the company, it is said. Custom built and standard types of coachwork will be affected in equal proportion. For the time being, production of open sport types will be stressed in response to the seasonal demand for cars expressing that motif.

Service Will be Feature Of 1927 National Shows

Special Sections Will be Devoted to Appeal Both to Public and Trade

NEW YORK, March 13.—Modern methods of servicing motor cars and trucks will be made a leading feature of the National Automobile Shows of 1927. The shows at New York and Chicago will contain a segregated, operating and demonstrating service equipment section, it was announced today by S. A. Miles, show manager of the National Automobile Chamber of Commerce, which conducts the expositions.

The service equipment section will be so conducted as to arrangement and hours of admission as to appeal both to the trade and the public, with the object of promoting the use of modern machinery and tools and scientific methods in automotive service work.

The automotive maintenance equipment show, which was conducted in the spring of 1924 and 1925 in connection with the national automotive service convention at Detroit, will not be held this year.

Mr. Miles' decision was made on the recommendation of a group of service equipment manufacturers who conferred with him at Boston during the recent automobile show. The service committee of the N. A. C. C. which sponsored the two Detroit shows, was represented by W. M. Warner, service manager of Cadillac, and H. R. Cobleigh, service secretary of the N. A. C. C. The Motor and Accessory Manufacturers' Association was represented by Neal G. Adair, manager of the show and educational departments.

The conference unanimously recommended that the Detroit show be omitted and effort concentrated on the development of service equipment sections in the New York show, which will open January 8 and the Chicago showing, opening January 29.

Cadillac Unit Started

DETROIT, March 13.—With the breaking of ground this week for the new administration building of the Cadillac Motor Car Company work was begun on the last unit of the factory as it was originally planned. The new building, which will cost about \$600,000, will be the finest of the group of factory buildings. It is being built in the center of the big main quadrangle and will face Clark Avenue. It will have a frontage of 312 ft. and a depth of 54 ft. Behind it will be a glassed-over garage 60 ft. by 275 ft.

Boston Show Results in Many Prospective Sales

Volume of Business During Exhibition Itself About Even With Former Years

BOSTON, March 13.—Boston's twenty-fourth annual motor show ended tonight. It was a success as in the past, but there was not overwhelming sweep of sales such as Boston had heard were being made in shows in the west. Some of the smaller cars did more than a year ago, others were about even. In the higher priced class a few exceeded last year's sales and others were even or fell a few cars behind.

The distributors were not surprised that their sales were not overwhelming because their figures through the winter months, particularly January, were above similar months a year ago. They figured out that it was not possible to keep up a high selling average every month and then in one week get many sales.

However, they did get many prospects, in fact a great many more than ever before which showed that there is a good buying season ahead. And as February slowed things down with two blizzards making demonstrations out of the question many demonstrations will be made in the next few weeks closing up those who were at the show. Therefore, when the final count of sales put through as a result of the show will average larger than in 1925.

What interested the distributors was the way factory men received orders from their dealers outside Boston. There was no attempt to force the dealers to order, but the voluntary orders were gratifying. There were many meetings of dealers outside of the regular luncheons and dinners.

Form Overland Agency

MILWAUKEE, March 13.—William F. Moore and Julius M. Goldstein have formed the Overland-Knight Motor Co. here with headquarters at 1049 Third Street, to handle the Overland and Willys-Knight cars. Mr. Moore is one of the pioneers of the automobile industry in Wisconsin and was branch manager of the old Triangle Motors, Inc., one of the first distributing organizations in this territory. More recently he has been with the Moore Overland Co. which he organized. Mr. Goldstein has specialized in service and sales with a Milwaukee dealer organization.

Oakland Dealership Gains

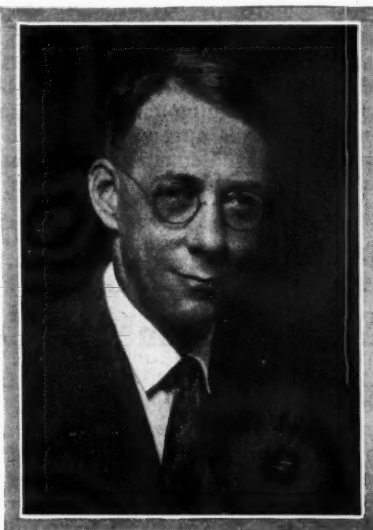
PONTIAC, Mich., March 13.—The increase in the dealer organization at the Oakland Motor Car Co. since March 6, 1925, has been practically doubled, C. W. Mathewson, vice president and director of sales of the company, said today. The increase according to Mr. Mathewson has been particularly noticeable since August 1, of last year when the new Oakland six was introduced. Since that time 800

new dealers have been signed up. An average of about 35 dealers a week has been maintained since January 1.

Drystadt Is Promoted

DETROIT, March 13.—Nicholas Drystadt has been appointed general service manager of the Cadillac Motor Car Co. Mr. Drystadt comes from the Chicago branch of the company, where he was in charge of service. He is succeeded at Chicago by C. H. Trask.

Freeman Made Executive Engineer by Gardner Motors



L. C. Freeman

ST. LOUIS, March 13.—L. C. Freeman, who became affiliated with the Gardner Motor Co. during last year, was elected vice-president in charge of engineering and production at a meeting held this week. Prior to joining Gardner, Freeman spent two years as designer and experimental engineer for E. R. Thomas; four years as executive engineer for Maxwell Motors; and a year as consulting engineer for Hupmobile. In addition he spent two years developing a 4-wheel drive truck for the United States Army.

Spicer Reports Income

SOUTH PLAINFIELD, N. J., March 13.—For the year 1925 Spicer Manufacturing Corp. reports net income \$1,810,183 after charges, equal after preferred dividends to \$5.04 per share on 313,750 common outstanding and comparing with \$968,835 or \$2.32 in the preceding year. The income account shows that surplus increased from \$728,835 to \$1,583,131. Current assets Dec. 31 were \$2,979,248 against \$4,581,988 at the end of 1924 and current liabilities \$1,252,125 against \$1,584,996 leaving net working capital \$1,727,123 against \$2,996,992. Cash on hand decreased from \$651,041 to \$479,231 and funded debt from \$780,000 to \$464,500.

Dodge Brothers Sets New Retail Delivery Records

Best Figure for Weekly Volume in First Three Months Of Year Is Shown

DETROIT, March 13.—Retail deliveries of Dodge Brothers motor cars and Graham Brothers trucks in the United States for the week ending March 6, and totaling 6,228 passenger cars and trucks, set the best weekly record this year and the best weekly record for January, February and March in the company's history.

This figure represents a gain of 20 per cent over the previous week ending February 27, and a gain of 38 per cent over the corresponding period of last year when 4,526 units were delivered.

The present gain is in keeping with gains which Dodge Brothers has shown since the first of the year. Between January 2 and March 6, total retail deliveries were 39,687 compared with 27,936 for the same period in 1925, a gain of 42 per cent. February retail deliveries exceeded those of February 1925 by 28 per cent.

Factory shipments during February have surpassed those for any previous month in Dodge Brothers history, it was said, this in spite of the fact that February has fewer days than any other month. Production totaling 1,500 cars per day is being gradually increased.

Signed and unfilled orders for future delivery of new cars taken by dealers during the week ending February 27, amounted to 5,305, a gain of 145 per cent over the week ending January 2. Deliveries between January 2 and the end of February, amounting to 33,459 passenger cars and trucks, showed a gain of 10,049 for the corresponding period last year.

Sharman Leaves Firm

DENVER, March 13.—The Sharman Auto Company, dealer in Oakland and Pontiac cars, organized in 1916, by S. H. Sharman and Myron L. Smith will be known in the future as Myron L. Smith, Inc., due to the retiring of Mr. Sharman. The personnel of the firm will be the same as before with the one exception mentioned. Mr. Smith is the president of the Denver Automobile Dealers' Association, and has been prominent in the industry in this city since 1905.

Firm Holds "Housewarming"

DALLAS, Tex., March 13.—The Perry Motor Company, Dodge Brothers and Graham distributor in the biggest parts of Texas, was host to the Dodge dealers of the trade territory and from many points outside at a "housewarming" in its \$250,000 home. One evening during the "housewarming" the company had the Dodge dealers at luncheon in its own cafeteria on the third floor of the big building.

Louisville Show Breaks All Records This Year

Attendance Is 76,566, Exceeding 1925 Record by More Than 8,000

LOUISVILLE, March 13.—Previous Louisville Automobile Show records for attendance and number of cars sold went into total eclipse with the closing of the eighteenth annual exhibition. Total attendance for the 1926 show reached 76,566, exceeding the 1925 event by more than 8,000, according to J. Garland Lea, show manager and secretary of the Louisville Automobile Dealers' Association.

The dealers' satisfaction equaled that indicated on the part of the public by the heavy attendance, Mr. Lea declared. A total of 324 cars sold during the week set a new record.

More comment than usual was aroused by the decorative features. This year's show costing \$18,000 as compared with \$300 17 years ago. The "Goddess of Transportation" at one end of the Armory and a huge stone bridge painted behind it appeared to catch the fancy of the throngs that visited the building every day and night.

A meeting of the Kentucky Automotive Trade Association was held in Louisville during show week at which time officers and directors were elected for the year as follows: President, J. E. Kittrell, Lexington; first vice-president, W. S. Smathers, Mount Sterling; second vice-president, Orville R. Harrod, Frankfort; secretary, J. Garland Lea, Louisville; directors, John W. Field, Larkin White, George T. Holmes and Brents Dickinson.

North California Sales Show February Decline

SAN FRANCISCO, March 13.—Automobile sales for northern and central California fell below normal for February in the cities and remained about normal in the rural districts.

The approach of tax day in March, heavy rains in February and the widespread belief that further price reductions will be made, delayed sales last month, according to San Francisco distributors.

Prospects for March are better, but still not up to normal.

Used cars have been moving very slowly, largely due to public opinion on approaching lower prices. Trucks are not selling and probably will not do much until June, due to seasonal needs of farmers and the rapidly increasing use of small trucks by city operators.

Washington and Oregon reports received here indicate about the same conditions prevailing there as in northern California.

Victor to Expand

SPRINGFIELD, O., March 13.—Production of rubber products has been started by the Victor Rubber Products Co. The first product added to the rubber mat output is the rubber hose for radiators. Other products are to be made as soon as possible, Manager H. H. Durr says. The plant is having a steady flow of business. The Rubber Products Co. purchased the old Victor Rubber works sometime ago.

Columbia Has Service School

NEW YORK, March 13.—Additional courses dealing especially with automobile service station management are now available at Columbia University. The courses consist of "Automobile Service Station Practice" for mechanics and others wishing to be better qualified for formanship responsibilities, and a business course in automobile service management which is offered to selected employees who have demonstrated talent for administrative work in repair shops and service stations.

Wiegand Heads Group to Study Reclaimed Rubber

AKRON, O., March 13.—W. B. Wiegand, nationally known rubber chemist, has been appointed chairman of a committee, representing the rubber division of the American Chemical Society, to cooperate with the United States Bureau of Standards in a study of reclaimed rubber.

This action was taken at the convention of the rubber division, as a means of clearing up points of controversy in the reclaimed rubber situation.

Reclaimed rubber, properly treated, can be used in stocks without deteriorating them, according to a paper read by P. M. Bierer and C. C. Davis.

Cadillac Dealers Meet Fisher

LOS ANGELES, March 13.—Cadillac dealers from all parts of the Pacific southwest attended sales convention held in Los Angeles under auspices of Don Lee, distributor, at which Lawrence P. Fisher, president of the Cadillac Motor Company, was the principal speaker. Accompanied by Lynn McNaughton, Cadillac vice president, Mr. Fisher is making his first visit to the Pacific Coast since his election to the presidency of the company, and the distributor took advantage of his presence to bring his dealers together to hear the leader.

Acme Picks Weller

CADILLAC, Mich., March 13.—J. H. Weller, vice-president of the Gray Manufacturing Company of Detroit, has been named general manager of the Acme Motor Truck Company of this city. Mr. Weller, one of the best known men in the automotive industry, has been at various times connected with the Pope Manufacturing Company, Pope-Toledo, the Packard Motor Car Company and other automotive concerns.

Chrysler Net Income Is \$17,126,135 for 1925

Total Equal After Preferred Dividends to \$5.67 a Share on Common

NEW YORK, March 13.—Chrysler Corp. directors have declared initial quarterly dividend of 75 cents on common, placing this stock on a \$3 annual basis. The full \$8 annual dividend also was declared but will be disbursed \$2 quarterly, on June 30 to stock recorded June 15, September 30 to stock of September 15 and January 30 to stock of December 15. The common dividend is payable April 21 to stock recorded March 19.

Net income of \$17,126,135 after estimated Federal taxes, etc., was reported for 1925. Walter P. Chrysler, president, noted that the dividend action was equivalent to \$12 per common share before the recent stock split and believed that the regular dividend policy on both classes of stock was amply justified by last year's earnings, operations to date this year and the brightest future in the corporation's history.

The net income is equal after dividends on the 8 per cent preferred Series A to \$5.67 a share on \$2,711,640 no par common. In the previous year Maxwell Motor Corp., the predecessor company, reported net income of \$4,115,540 or 87 cents a share on the present outstanding Chrysler common.

The consolidated income account for 1925 included total income \$29,291,560, expenses \$9,410,127, interest \$284,298, Federal taxes \$2,471,000, preferred dividends \$1,750,400 and surplus \$15,375,735.

Darnell Joins Flint

FLINT, Mich., March 13.—R. C. Darnell, who recently resigned as assistant engineer of the Northway Motor Mfg. Co., has joined the Flint Motor Co. as motor engineer.

Willys Branch Service Managers Hold Session

TOLEDO, March 13.—Nearly 100 service managers of Willys-Overland branches in all parts of the United States and Canada attended a three-day clinic at the factory here.

All of the latest methods of servicing Willys-Overland products were demonstrated by factory experts and to aid them there was a display of \$10,000 worth of equipment including jigs, tools and special machinery for the modern service department.

A. J. Sheldon, works manager, O. P. Kilbourn, assistant general sales manager, August Benhoff, parts manager, and H. E. Repasz, in charge of service schools, were among those who addressed the service men on special topics.

D. B. DEALER-DIRECTORS NAMED

C. M. Bishop of Brooklyn and
F. S. Albertson of Los
Angeles Are Selected

DETROIT, March 13.—C. M. Bishop of Brooklyn, N. Y., and F. S. Albertson of Los Angeles, have accepted invitations to serve as dealer members of the board of directors of Dodge Brothers, Inc., it has been announced by E. G. Wilmer, chairman of the board. They will be formally elected to the board at a director's meeting to be held the latter part of the month.

Dealer representation on the board was first suggested by Clarence Dillon at the dealer convention held in Detroit in January. The plan calls for the rotating in office of the dealer-directors from year to year so that every section of the country will be represented.

Both Mr. Bishop and Mr. Albertson are original Dodge Brothers dealers having been identified with the sales agencies since 1914 when the factory was founded by John and Horace Dodge. Mr. Bishop is the general manager of Bishop, McCormick & Bishop of Brooklyn and Mr. Albertson is president of the Albertson Motor Company of Los Angeles.

Robert C. Graham, vice-president and general sales manager of Dodge Brothers, said in speaking of the selection of the two dealers:



C. M. Bishop

F. S. Albertson

"The dealer who markets our product is as much a member of the organization as the factory officials. Heretofore because of private ownership it has been impossible to recognize the importance of the dealer body by giving it an active participation in the management. Now, however, with the business owned by thousands of stockholders the opportunity is afforded to have dealer directors, and this opportunity will be availed of promptly in the election of Mr. Bishop representing the east and Mr. Albertson representing the west. They are men of high caliber and have devoted many years to the advancement of automobile transportation. They well deserve the honor of being chosen as the first of our dealers to serve as members of the board of directors."

Continental Motors to Produce Argyll Engine

Burt-McCollum Design Will
Be Turned Out in Quantity
Within 90 Days

DETROIT, March 13.—Continental Motors Corporation which purchased the world manufacturing rights and basic patents, including Great Britain, for the building of engines embodying the Argyll sleeve valve principle, has announced that it will go into production on engines of this type in 90 days. Due to the fewer number of parts it is expected the Argyll engines can be produced at a lower cost than the conventional types.

According to W. R. Angell, executive vice-president, the adoption of the Burt-McCollum or Argyll basic patents and principles represents the first radical change in engine construction that his company has been seriously interested in during the last 25 years when more than 2,750,000 engines have been produced.

A. N. Niven one of the engineers who pioneered the development of the Argyll engines in Scotland is now employed by Continental Motors and has constructed in the Detroit plant an Argyll engine which has given surprising results, it is said.

Anthony G. Fokker, the famous airplane designer, has approached the company, it is said, in an effort to induce the construction of an air cooled airplane engine embodying the Argyll principle.

Paris to Try Parking Its Cars Underground

PARIS, Feb. 24.—(By Mail)—Underground parking stations are to be experimented with in Paris in an effort to relieve traffic congestion. The Municipal Council has decided to offer prizes totalling about \$4,000 for the most satisfactory plans for underground parking places to be constructed in the center of the city, near the main line of boulevards.

It is believed that these underground stations can be combined with tunnels running north and south thus diminishing much of the surface traffic on the boulevards running east and west. If this plan is completed no parking would be allowed on the main line of boulevards and it would be forbidden to cross these boulevards in a direction north-south.

It is stipulated that the entrances to these underground passages shall not detract from the beauty of the city, they must be 39 feet wide, thus allowing for four streams of traffic, and have a height of 13 feet. The gradient must not exceed 7 centimeters per meter. The passages and parking places must not interfere with present underground constructions such as the subway, drains, electric cable tunnels, etc.

Car Owners Pay Total of \$12,969,754 to Illinois

SPRINGFIELD, Ill., March 13.—Final figures for the 1925 automobile registration and revenue in Illinois announced by Secretary of State Louis Emmerson reveals that Peoria led all downstate counties in the amount of revenue paid, totalling \$288,980 of the state grand total of \$12,969,754 collected through the department. This figure was nearly \$1,500,000 in excess of the 1924 income. Construction and maintenance of Illinois' road systems are supported from this source.

Cook county paid \$4,788,890, almost a third of the total and an increase of \$641,892 over the preceding year. Hardin county was least with \$7,610.

The total vehicles registered was 1,278,114, an increase of 145,473 over 1924 and comparative figures show the rapid growth of truck use in the state, the increase in number to 161,235 trucks last year, representing a 12½ per cent increase. Passenger cars increased 11 per cent.

New Roamer Plant in West

LOS ANGELES, March 13.—An assembly plant has been established by the Roamer Motor Car Company of Kalamazoo, Mich., at Mutual City, near Los Angeles. The first factory unit is com-

plete and plans for the second unit are now being prepared. The first unit contains approximately 15,000 square feet of floor space. The local plant will serve Roamer dealers throughout most of the West.

Gerber & Marts Dissolves

EVANSVILLE, Ind., March 13.—The firm of Gerber & Marts, Hudson-Essex dealer at Boonville near here has been dissolved. J. S. Gerber, who has erected a new sales and service building will continue as Hudson-Essex dealer. W. L. Marts and Herb Marts, father and son, will operate a general garage at the old Main Street address under the name of Marts and Marts. The Gerber and Marts partnership has been known to the automobile trade for many years.

Russians to Enter Ford Plant

WASHINGTON, March 13.—Fifty Russian workers, mechanics and students will come to the United States in April to enter Henry Ford's factory for a course of training in the building and running of Fordson tractors, of which the soviet government recently purchased 10,000, the automotive division of the Department of Commerce learns through consular dispatches from Moscow. The Ford Company will pay their railway and steamship fares to and from America and their salaries while they are learning, but they must pay their own living expenses.

Carolina Dealers Expect Best Spring in History

New and Used Car Demand Increasing More Steadily Than Ever Before

CHARLOTTE, N. C., March 13.—Automobile dealers here are uniformly convinced, by the record-breaking or record-equalling business of the first 10 weeks of this year, that the approaching spring selling season will be the most profitable in the history of the industry. Comparison of reports from representative wholesalers here of cars in all price-classes indicates that the demand is increasing with better-than-average speed for this time of the year.

The situation in the wholesale and retail new car trade is favorably influenced to an important extent by the sharp increase in the movement of used cars into owners' hands. The used car demand is such that retail dealers here reported they have been able to stabilize their prices and are able to turn over used cars at cost or better.

Efforts to sell used cars at this time generally are those that are used in selling new cars. C. C. Coddington, Inc., Buick distributor for the two Carolinas, offered the salesmen in the retail department several small bonuses with the view of speeding up used car sales. The result was immediately gratifying, one salesman selling medium priced used cars in one week of a total value of more than \$5,000.

Wholesale sales of accessories and items of shop equipment are satisfactory, but the volume is remaining about the same through recent weeks. Orders are well distributed through the stocks, however, it was pointed out, which was taken to indicate a healthy condition and cautious buying.

Non-Members Plan Show

EVANSVILLE, Ind., March 13.—Plans for a combined Style and Automobile Show to be held March 29 to April 3, in Agoga tabernacle are in progress according to Edward Gentry, promoter. The automobile display will be featured by non-members of the Evansville Automobile Dealers' Association, which staged its annual show early in the month. The Style and Automobile Show will provide for displays of 23 cars.

Buick Output High

FLINT, Mich., March 13.—Buick production for March, which according to present schedule will run over 27,000, will be approximately 12,000 better than any previous month in Buick history, according to factory officials. Sales reports that are being received at the factory show no letup. They are also responsible for the continued capacity output. Closed car production is running approximately 85 per cent of the total output.

Peerless Uses Lacquer

CLEVELAND, March 13.—Announcement was made this week by the Peerless Motor Car Corporation to the effect that all of its cars will henceforth be finished entirely in lacquer. For some time the Peerless Company has been finishing the bodies in lacquer. However, it will now finish the fenders, hood, sills, dust and splash shields with the same material.

L. H. C. Schedule Heavy

SPRINGFIELD, O., March 13.—The Springfield plant of the International Harvester Co. is keeping up its schedule on the manufacture of light high speed motor trucks. Indications are that the demand for trucks will keep up, according to reports from the dealers and others in a position to know. Good sized foreign orders are being booked at the Springfield works.

Goodrich Net Profit Is \$12,744,447 in 1925

NEW YORK, March 13.—Net profit of B. F. Goodrich Co. and subsidiaries for 1925 after interest, depreciation, Federal taxes and reserve for contingencies was \$12,744,447, equal after preferred dividends to \$17.33 a share on 601,560 outstanding no par common and comparing with \$8,822,504 or \$10.57 on 601,400 shares in 1924.

Net sales increased from \$109,817,685 to \$136,239,526 and surplus from \$6,362,354 to \$9,227,027.

The reserve for contingencies, such as possible losses due to fluctuation in crude rubber prices, was increased from \$1,000,000 to \$4,000,000.

NEW

Automotive Literature

FEDERAL BUMPERS. An illustrated descriptive catalog of the various types of Federal bumpers made for all models of automobiles. An insert gives prices and terms to the dealer. Published by Federal Pressed Steel Co., 360 N. Michigan Ave., Chicago.

DEMONSTRATION. By Bert Dingley. This is an illustrated booklet written by the head of the service department of the Stutz Motor Car Co. of America, Inc. It describes all the successive steps in the demonstration of an automobile to a prospective buyer. Published by Stutz Motor Car Co. of America, Inc., Indianapolis.

THE ARIZONA SHERIFF. By Major Grover F. Sexton. An illustrated booklet of 50 pages telling of the experiences of sheriffs of a group of Arizona counties chasing outlaws with Studebaker cars. Published by the Studebaker Corp. of America, South Bend, Ind.

SIMPLICITY PRECISION MACHINES AND TOOLS. A 1926 catalog of tools for automobile repair shops and service stations, issued by the Simplicity Manufacturing Co., Port Washington, Wis.

Chrysler Sees Last Half Of 1926 Good as First

Manufacturer Finds Entire West and Midwest in Ex- cellent Financial State

NEW YORK, March 13.—From his observations in the west, Walter P. Chrysler disagrees with those who expect good automotive business during the first six months of 1926 but express doubt about the last six months. He is convinced that if the whole country faces the future with the prosperous confidence clearly evident throughout the west, the industry will agree with his view that its present prosperity is not temporary and that there is no reason why the last half of this year should be less successful than the first half.

Seldom has Mr. Chrysler returned from an observation tour with such enthusiasm as to the soundness of business conditions. He disagrees with the critics who are now insisting that too many cars are being produced and he believes that only those companies will be guilty of over-production who fail to get their share of the competitive business in their price fields.

He makes the point that the automobile dollar buys more value than any other dollar today, with many families buying two cars and with nearly all owners getting more use out of their cars than ever, and he believes that traffic congestion and lack of adequate highways are much larger obstacles than any danger of a car production saturation point. He cites the fact that in Los Angeles, where much imagination and courage have assisted in solving the traffic and highway problems, to a large degree, every 2.7 families own a car.

Accompanied by J. E. Fields, vice-president in charge of sales, Mr. Chrysler visited Los Angeles, San Francisco, Portland, Seattle, Tacoma, Salt Lake City, Denver, Omaha, Kansas City and Chicago. With the drought a thing of the past and with the mining industry depression overcome he found that Utah had never faced a brighter future. Colorado farmers had good crops last year and expected good ones this year with most of their recent losses already replenished and considerable car buying power thus released. Nebraska, Missouri and Kansas were more prosperous than for some years with seasonal snows the only drawbacks in the business situation.

Mohawk Closes Best Year

AKRON, O., March 13.—Closing the best year in its history, the Mohawk Rubber Co. reported sales of \$5,182,788 for 1925, compared with \$3,413,731 in 1924. This was a gain of \$1,769,057, or 52.58 per cent. Profits in 1925 were \$580,649, against \$343,656 in 1924, a gain of \$236,993, or 69.89 per cent.

Navy Buys 150 Engines Of 800 H.P. from Packard

**Contract Totals \$2,364,000 and
Is in Addition to Recent Pur-
chase of Smaller Motors**

WASHINGTON, March 13.—The Packard Motor Car Company, Detroit, has received a government contract to the value of \$2,364,000 for 150 airplane engines of the 800 h. p. "2500" series. This award, which is the largest single aviation contract made by the government since the war, completes the placing of orders for naval air service equipment in the \$6,500,000 appropriation.

Secretary Wilbur, who announced the Packard contract, has authorized orders covering the manufacture of 116 planes and 261 engines. In addition to the 150 "2500" engines, the Packard Company has received orders for 75 engines of the 500 h. p. "1500", series while the Wright Aeronautical Corp., Patterson, N. J., received a contract of 36 "Tornado" aero engines.

The "2500" series engines covered by the newest contract have been under development by the Packard Company in cooperation with navy engineers for over three years. They will be used in heavy bombing, scouting, and torpedo planes which will operate from the navy's two latest aircraft carriers, the Lexington and Saratoga. The 75 "1500" powerplants will be mounted in fighting planes to be included in part of the air fleet operating with the converted battle cruisers.

Additional contracts will shortly be awarded to provide 127 more planes and the outlay will amount to \$3,700,000. These machines will include 100 bombers and 27 Loening amphibians.

Ford Dealers Meet

SALT LAKE CITY, Utah, March 13.—Ford dealers and agents from all parts of the territory of the local branch, including Utah, Idaho, Wyoming, Nevada, Oregon, and Montana, gathered here on the morning of Washington's Birthday, for the purpose of holding a sectional conference. F. T. Mackay, local manager, presided and in an address of welcome reviewed the career of the company pointing out its leadership in the light car field for more than 20 years. A number of addresses were given by various dealers and salesmen during the day.

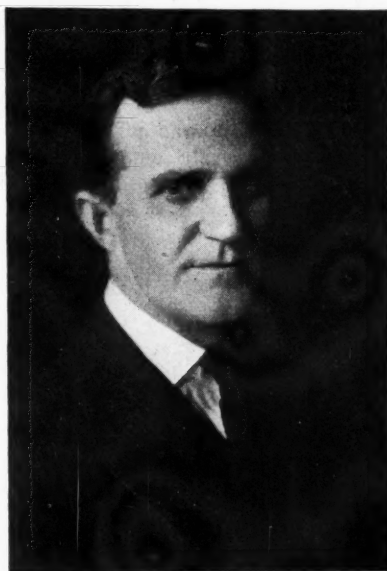
Chevrolet Employees Dine

ROCHESTER, N. Y., March 13.—The Gayrolet Club, an association of Harris Chevrolet Corporation employees, recently held a dinner dance at the Osburn House. Fifty persons were present including employees, their wives and friends and officials of the company. Walter C. Millard, of Buffalo, original sponsor of the club was guest of honor.

New Anti-knock Fuel

WASHINGTON, March 13.—A new anti-knock motor fuel has just been brought on the market by the Hugo Stinnes Oil Aktiengesellschaft of Berlin states a report to the Department of Commerce from Assistant Commercial Attache Miller at Berlin. It is claimed that the research leading up to this new preparation has been made by the German Dye-Trust, the I. C. Farbenindustrie at Ludwigshafen on the Rhine. The research has lasted for a number of years and it is believed in Germany that the preparation, brought out under the name of "Metalin" is now completely tested and ready for practical use.

Cope Is New Director of Cupples Rubber Division



George A. Cope

ST. LOUIS, March 13.—George A. Cope, secretary of the Cupples Co., has been made sales director of the rubber division, taking the place of B. F. Kahl, who has retired from active participation in the affairs of the company on account of ill health. Mr. Cope will now direct the sales of the rubber division, assisted by Clarence H. Reinhardt, formerly of the tire department but more recently sales director of the heel department.

Burke Joins Lincoln

DALLAS, Tex., March 13.—A. C. Burke, one of the best known automobile men in the southwest, has been appointed manager of the Lincoln division of the J. H. Shelton Company, Ford, Lincoln and Fordson dealer here. Mr. Burke has assumed his duties in the Shelton-Lincoln establishment at 2223-25 Commerce Street. He formerly was connected with Packard, Cadillac and Hupp organization in San Antonio, Tulsa and New Orleans.

Many Automotive Leaders Meet West Coast Dealers

**Conferences Held by Several
Factory Groups in San
Francisco**

SAN FRANCISCO, March 13.—This city was host to a number of men prominent in the automotive industry, and to several important sales conferences early in March. E. T. Strong, general sales manager of the Buick Motor Company, who, with R. F. Thompson, general manager of the Howard Automobile Company, Pacific coast Buick distributors, concluded a several weeks' survey of conditions on the coast, with a week's visit to the Howard plant in San Francisco. Buick dealers met in conferences with Strong, Howard, Thompson and other leaders of the Buick organization during the week.

A group of Reo factory officials from Lansing, Mich., headed by C. E. Eldridge, assistant sales manager, on tour of the United States, were the guests of A. Roy Camp, vice-president of the Reo Motor Car Company of California. Some 75 northern and central California Reo dealers met the officials at a day and evening conference here.

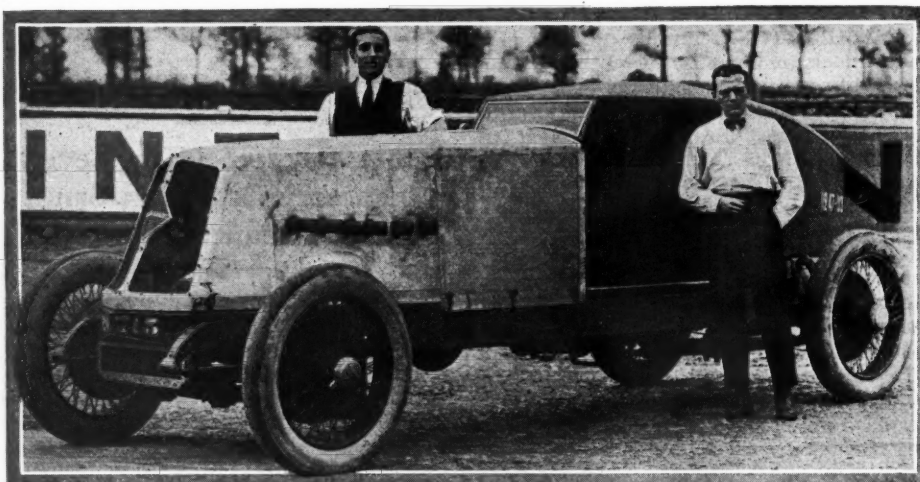
Howell H. Brooks, director of sales of the Marmon Motor Car Company, spent the week of March 8 with Butler-Veitch, Inc., Marmon distributors for northern California. Three conferences were held with Marmon dealers in this section.

A. R. Glancy, president of the Oakland Motor Car Company, spent the week of March 6 in conferences with Cuyler Lee, manager of the Western Motors Company, Oakland and Pontiac distributors; Don Lee, Cadillac distributor who has long been identified with the automotive industry on the coast; and T. E. McMeans, district manager of the Oakland Motor Car Company.

The first White Truck district managers' meeting to be held in the new Pacific coast headquarters on Mission street was presided over by G. A. Urquhart, vice-president of the White Company.

Offers Prizes for Windows

CHICAGO, March 13.—A window display contest for dealers, with prizes aggregating \$500, has been announced by the Kingsley-Miller Co., of Chicago. The contest is open to dealers anywhere who sell the products of the Kingsley-Miller Co., which are Monogram radiator caps and gear shift balls. The windows must feature Kingsley-Miller products but may contain other products. The prize list follows: First, \$150; second, \$100; third, \$75; fourth, \$50; fifth, \$25; sixth, \$10; seventh, \$8; eighth, \$6; ninth, \$6; tenth to twenty-third, inclusive, \$5 each. The contest closes June 1. Dealers are instructed to get information about entering the contest from their jobber.



Special sedan model which won 100-kilometer record

American Engineer Breaks World 100-k.m. Record with Renault

PARIS, March 2.—(By Mail)—Garfield, an American engineer attached to the Renault factory, this week broke the world's 100 kilometers record at Montlhery in 31 min. 46 10/100 sec., average speed 117.37 miles an hour. The previous record was held by Parry Thomas, who drove a Leyland on Brooklands track in 32 min. 17 62/100. Superior streamlining and a sedan body were largely responsible for the increased speed of the Renault. To decrease the

width the radiator was put entirely behind the engine, air entering through wire gauze in the front of the hood and being discharged rearwards by means of the flywheel fan. Instead of an open body, a low fabric leather sedan was fitted, thus eliminating all the resistance of the open well. The Renault has a six-cylinder engine of 4.3 by 6.29 in. bore and stroke, and at present holds the world's 24-hour record.

Haynes Plant Sold

KOKOMO, Ind., March 13.—The Davis Industries, Inc., of Chicago, manufacturers of radios, have purchased the big assembly plant of the bankrupt Haynes Automobile Co., here, from the bondholders at a price announced at \$150,000. The Chicago concern is to take possession by May 1, and expects soon to be in production on radio sets, which are to be marketed by mail. Six of the original eight buildings of the Haynes plant remain unoccupied, but it is believed that one or more will be sold in the near future.

Woman Sells Cars

DENVER, March 13.—Keeping abreast of the modern trend, Hayzlett-Travers Auto Co. of this city, boasts of a highly efficient car seller in Mrs. C. E. Hall, who started her career by selling six cars in the first week.

White Advances Gillispie

DENVER, March 13.—Dean Gillispie, well known in Denver, and prominently identified with White Trucks for some 13 years has been appointed district manager for the White line with territory including Colorado, Wyoming, New Mexico, Western Nebraska, Southwestern South Dakota and portions of Arizona and Texas.

Advancement of Insurance Cases Urged Upon Court

WASHINGTON, March 13.—Requests that the automobile insurance cases, now pending before the Supreme Court, be advanced, were filed this week by the attorney generals of Maine, Ohio and Wisconsin. The cases involve the right of the states, through their insurance departments to prohibit insurance companies from placing with automobile manufacturers theft and fire insurance on automobiles sold on the instalment plan.

The first case on the docket is that of the Palmetto Fire Insurance Co. vs. the superintendent of insurance of Ohio, which is set for hearing October 4. The attorney generals ask that four other cases be heard at the same time if possible the entire insurance docket be advanced earlier than October 4.

In addition to the Palmetto suit, the other four were the Chrysler Sales Corp. vs. the insurance commissioner of Maine, the Utterbach-Gleason Co. vs. the insurance commissioner of Maine, the Clark Motor Co. vs. the insurance commissioner of Wisconsin, and the Chrysler Sales Corp. vs. the insurance commissioner of Wisconsin.

Oakland Starts Third Merchandising Circuit

Sales Development Instructors Will Be Gone Three Months on Dealer Visits

PONTIAC, Mich., March 13.—Merchandising instructors of the sales development department of the Oakland Motor Car Co., have started out on the third circuit among the dealers of this organization.

This circuit will last for a period of three months during which time the instructors will not only conduct a merchandising school, but will also visit the various dealer organizations to give individual cooperation. Among the subjects to be taken up will be prospect policy, duty to retail sales, managers used car policy and demonstration policy.

Upwards of 400 prospect file systems, which have been devised by the sales development department, have been placed in different dealers' organizations and more than 1,000 salesmen's portfolios prepared for this department.

William M. Chamberlin, director of sales development, has said that the zones into which the country is divided for merchandising instructions will be sub-divided again and increased by two more zones. This is being done to give the instructors more time for intensive work.

Moto-Meter Profits Gain

LONG ISLAND, N. Y., March 13.—The Moto-Meter Co., Inc., reports, for the year ended Dec. 31, 1925, operating profit of \$2,118,362, as compared with \$1,541,996 in 1924. After all reserves for depreciation and taxes, net income was \$1,794,592, against \$1,284,685 in the preceding year. Net income equal \$5.08 a share earned on the 200,000 shares of no par value Class A stock outstanding, and to \$3.91 a share earned on the 200,000 shares of Class B outstanding. After dividends, surplus in 1925 was \$652,092, as compared with \$159,685 in 1924.

Conrad Haertel Dies

MILWAUKEE, March 13.—Conrad A. Haertel, 75, founder and for 10 years president of the Waukesha Motor Co., died at his home in Waukesha, Wis., following a long illness. Mr. Haertel was born in Prussia in 1851 and came to America with his parents in 1856, settling in Waukesha. In 1901 he took a leading part in organization of the Waukesha Malleable Co. which was sold 20 years later to General Motors. He had been president of the company for many years. Mr. Haertel then founded the Waukesha Motor Co. of which he was president for 10 years, resigning last year because of ill health, to become chairman of the board of directors. Mr. Haertel was prominent in civic and fraternal circles of the city.

Evansville Show Success Despite Chilly Weather

12 Dealers Show 16 Makes of Automobiles—Many Ac- cessories Exhibited

EVANSVILLE, Ind., March 13.—Cold weather did not chill local interest in the Fourteenth Annual Automobile Show, which opened Tuesday night, for a five days' session in the Evansville Memorial Coliseum. The show, which was conducted by the Evansville Automobile Dealers' Association featured 16 different makes of automotive vehicles by 12 local distributors and dealers. An attendance of about 5,000 was reported for the first two days.

In addition to the car displays, booth exhibits showed the latest advantages in parts, accessories and lubricants.

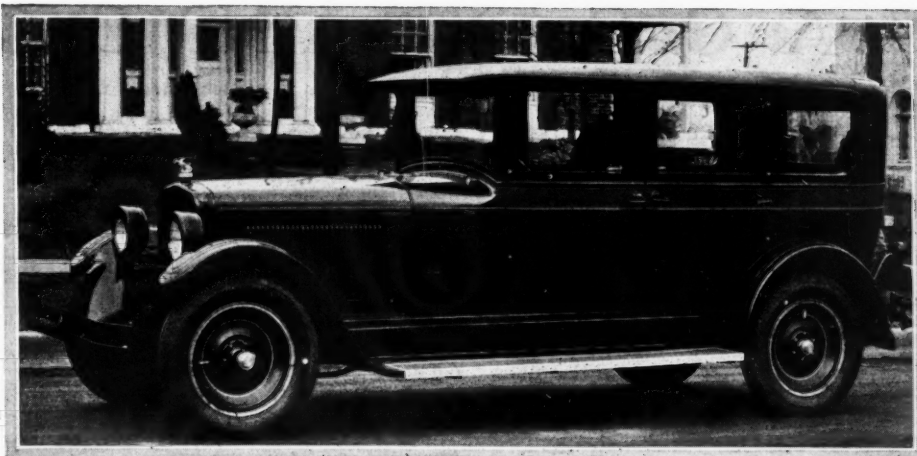
Fifty styles of motor cars and trucks were represented in the display. Makers were Hudson and Essex, Wabash Valley Motor Company; Willys-Knight and Overland, Bennighof-Nolan Company; Dodge Brothers cars and Graham Brothers trucks, Hartmetz Brothers; Cadillac and Reo, Fellwock Auto Company; Lincoln and Ford, A. L. Maxwell Company; Studebaker, Phillips-Dishman Company; Chrysler, Graulich Auto Sales Company; Buick, Lincoln Motor Company; Ford, Eckler Motor Company; Chevrolet, General Chevrolet Sales Company; Flint, Evansville Flint Company; and Franklin, Schnake Motor Company.

Buick, Willys-Overland and Chevrolet exhibits were supplemented by cut down chassis demonstrations.

New Moon Dealers

ST. LOUIS, March 13.—In support of the optimism generally expressed for a big year in the automobile industry the Moon Motor Car Co. reports the acquisition of the largest number of new dealers and distributors since the New York show than in any similar period in the history of the Moon Co. They include:

Motor Car Exchange, Ltd., Winnipeg, Man.; Tarantino Motor Sales & Service, Shelton, Conn.; Jesse E. Walker, Orlando, Fla.; Dunwoody Sales Co., Inc., Pensacola, Fla.; Del Motor Co., Winter Haven, Fla.; Morand Motor Co., Topeka, Kas.; Clyde E. Walker, Kalamazoo, Mich.; Inter-City Motors Co., Muskegon Heights, Mich.; H. C. Powell, Vicksburg, Miss.; Homer Hall Garage, Sedalia, Mo.; C. A. Welling Co., Webster Groves, Mo.; Moon Auto Sales & Service, Asbury Park, N. J.; L. R. Motor Sales Co., Paterson, N. J.; D. S. Parshall, Binghamton, N. Y.; Lull Motors, Inc., New York City; Moon Auto Sales Co., Scotia, N. Y.; Evans Motor Car Co., Inc., Staten Island, N. Y.; Thomas L. Boyce, Syracuse, N. Y.; Hollis Garage, Troy, N. Y.; B. & B. Motor Sales, Utica, N. Y.; Just Service Motor Co., Asheville, N. C.; Dakota Auto Sales Co., Inc., Bismarck, N. D.; G. A. Ronian, Avenmore, Pa.; H. H. Cable, Beaver, Pa.; Willard Bros., Bridgeville, Pa.; Pasquina Ferrari, California, Pa.; Cardamon Garage, Carbondale, Pa.; Myers Garage Co., Castle Shannon, Pa.; Walters Motor Co., Corapolis, Pa.; Diamond Garage, Easton, Pa.; J. M.



New seven-passenger Gardner sedan

Gardner Adds 7-Passenger Sedan on 135-in. Wheelbase to Line

ST. LOUIS, March 13.—The addition of a 7-passenger sedan on a 135-inch wheelbase has been announced by the Gardner Motor Co. The new model is in production and will shortly go forward to dealers and distributors. The engine is a Gardner eight-in-line with 3¼ inch bore and 4½ inch stroke. The piston

displacement is 298.6 cubic inches. Standard equipment on the model, which is luxuriously fitted, includes five Disteel wheels, bumpers front and rear, automatic windshield wiper, stop light, snubbers, thermostat, mirror, lock, extra tire with cover.

Heinz Motor Co., Emsworth, Pa.; M. L. Dickey Garage, Erie, Pa.; Quarterson Garage, Farrell, Pa.; Finleyville Auto Co., Finleyville, Pa.; Blue Front Garage, Irwin, Pa.; Emergency Auto Service Co., Meadville, Pa.; Mahoning Auto Co., New Castle, Pa.; West Philadelphia Moon-Diana Co., Philadelphia; Downtown Fort Pitt Garage, Pittsburgh, Pa.; Forward Garage, Inc., Pittsburgh; William P. Johnston, Pittsburgh; Leach Motor Service, Pittsburgh, Pa.; A. R. Platt, Pittsburgh, Pa.; Redstone Motor Co., Republic, Pa.; Dickson Motor Sales Co., Scranton, Pa.; Leyde Motor Sales Co., Sharon, Pa.; Harpers Garage, State College, Pa.; J. E. Bowlin, Sr., Motor Co., Inc., Washington, Pa.; Twin City Motor Co., Bluefield, W. Va.; G.-K. Motor Co., Charleston, W. Va.; Wehl Motor Sales, Parkersburg, W. Va.; Reo Motor Sales, Inc., Welch, W. Va.; D. R. Slaughter, Milwaukee.

Buick Six Months Volume In Detroit \$8,500,000

DETROIT, March 13.—Sale of Buicks for the first six months of the fiscal year ending January 31, in the Detroit area amounted to \$8,500,000 according to James Dickson, Jr., manager of the Detroit branch.

This figure is based on list price of approximately 6,000 Buick cars sold in this territory since August 1 when the 1926 models were introduced. Both the monetary value and the number of cars sold exceed the record for any similar period in the history of the company for this territory.

The value of \$8,500,000 placed on the 5,911 cars delivered is divided as follows: \$3,114,340 for 2,521 Standard six models and \$5,440,195 for Master sixes. An aver-

age of 985 cars was sold each month for the six month period, with the majority being sold in Wayne county.

New American Record

WASHINGTON, March 13.—Recognition of a new American altitude record for airplanes, made by Lieut. John A. Macready, U. S. Air Service on January 29 last at McCook Field, Dayton, Ohio, has just been announced by the contest committee of the National Aeronautic Association. The flight was made in "Class C—airplanes without useful load." Lieut. Macready, who held the former American altitude record of 10,741 meters or 35,239 feet made on May 24, 1924, bettered it on January 29 by making 11,797 meters or 38,704 feet.

Take Velie Distribution

PORTLAND, Ore., March 13.—The distributorship for Velie for Oregon has been taken by Bronaugh & Pendergrass, local Marmon dealer, according to L. B. Bronaugh. There are at present about 1,000 Velie owners in Oregon and arrangements have been made to service these cars at the company's quarters at 15th and Washington Streets.

Charles E. Cunningham Dies

ROCHESTER, N. Y., March 13.—Charles E. Cunningham, one of the late James Cunningham, founder of the Cunningham Automobile Company, died at his home here. Mr. Cunningham was born in Rochester and was actively connected with the Cunningham company until 20 years ago when he retired as president of the firm.

N. A. C. C. EXPLAINS EXCISE REFUND

Authorized Statement Tells Dealers Exact Procedure To Be Followed

NEW YORK, March 13.—An authorized statement of procedure to be followed in obtaining the 2 per cent automobile tax refund on and after March 29, prepared in co-operation with government officials, has been issued by the taxation committee of the National Automobile Chamber of Commerce. The statement is in three sections, telling what the dealer must do, what must be done where car makers waive to dealers and what the manufacturer must do. This statement follows:

What Dealer Must Do

The dealer obtains inventory schedule (Form 887) from the main or branch office of the internal revenue collector. The office to go to is the one where income tax blanks are usually received. The dealer must initiate the request for blanks. They will not be sent to him otherwise. Factories have the option of duplicating these forms and furnishing them to their dealers if they desire as long as the exact wording and form is followed.

The dealer must then proceed to take an inventory of cars, bodies and chassis on hand as of the beginning of business on Monday, March 29. In doing this he is permitted to list all demonstrators and cars used in the business. He cannot, however, list any such articles on hand, title to which has been passed to the customer. Second hand or used articles which have been taken back in trade do not come under the provisions of this act and are not subject to refund.

The dealer must fill out the first three columns of the inventory blank setting forth (Col. 1) the number and type of passenger chassis, bodies or complete cars held for sale, (Col. 2) the serial number of the chassis, body or completed vehicle and (Col. 3) the number and date of invoice to the dealer.

This blank must then be sworn to before a notary public or other person authorized to administer oaths.

This done, the collector must be notified by mail, wire or telephone and asked to check the inventory. In doing this the collector need not count the vehicles actually on the floor but may check the truth of the statements made through a scrutiny of the dealer's books and other records. For this reason it is essential that dealers retain all books and invoices and other records which may be used in checking the inventory as well as records in connection with sales made on or after March 29.

The dealer must compile separate inventory blanks for each warehouse or salesroom as well as a separate inventory for articles in transit to which title has passed to him.

After the collector has checked the inventory and has certified to it in writing on the schedule form, the dealer will then mail it to the manufacturer direct or to the distributor or other agent from whom he received the vehicle.

Where Car Maker Waives to Dealer

This concludes the dealer's part in the refund except in those cases where the manufacturer decides to waive to him

and allow him to collect direct from the government.

In these cases the dealer will make out his inventory and call upon the collector for verification in the same manner as described above. He then mails the inventory blanks direct to the manufacturer, who in turn fills out column four and signs a waiver to the dealer.

In those cases where the car maker did not manufacture the body and has secured a waiver from the body manufacturer he should also make a certified copy of this waiver, using that part of Form 888 described as "Waiver to Manufacturer."

The manufacturer should then return to the dealer the inventory schedule together with his waiver to the dealer, and, if the case require it, the certified copy of the body manufacturer's waiver. Upon receipt of same the dealer should execute Form 843 (Claim for Refund) and forward all these papers to the collector of Internal Revenue from whom the blanks were secured.

In these cases the refund will be made direct by the government to the dealer. In all others the refund will be made or credit allowed to the manufacturer.

What Manufacturers Must Do

The manufacturer will secure waiver blanks from the Collector of Internal Revenue in his district or the office from which he usually secures income tax blanks.

Where the manufacturer does not make bodies he will call upon the body manufacturer to furnish him with a blanket waiver for all bodies sold to him. The body manufacturer will only sign one waiver for all such bodies to each car maker buying his product.

The manufacturer takes no further action until the inventory blanks duly filled out, sworn to and certified, are received from the dealer. These received, he then fills out Column 4. The figures to be shown in this column should be the total amount of tax returnable to the government by the manufacturer, including such tax as applied to the body. The amount should be filled in even though it has not actually been paid to the government but is awaiting payment.

The manufacturer then executes the manufacturer's affidavit on the reverse of the inventory schedule form to the effect that the amounts shown in Column 4 are the correct amounts of the tax on which returns have been or will be made to the government at the rate of 5 per cent of the full selling price of each of the articles listed on the inventory.

This done, the manufacturer then makes a certified copy of the waiver from the body manufacturer (where the car maker does not manufacture his own bodies), using that part of Form 888 described as "Waiver to Manufacturer" and attaches this to the inventory blank.

The "Waiver to Manufacturer" in Form 888 is intended for the body manufacturer to execute as his waiver to the car manufacturer. When received by the car manufacturer it should be kept in his possession as only certified copies of it are to be sent out.

The manufacturer will total the amount of refunds on each of the inventory schedules as received by him from his dealers and attaches these schedules and, if the case require it, a

certified copy of the body manufacturer's waiver to the next monthly return for current taxes, taking credit thereon for the amount involved in the inventory schedules. Further credits may be taken upon receipt by the manufacturer of additional inventory schedule forms. The credits should be shown as a separate item in the space provided therefor on the return form.

In cases where a manufacturer has discontinued business and is no longer filing returns, the inventory schedule forms should be attached to Form 843, which should be properly executed and forwarded to the collector of the district in which the manufacturer is located. In those cases where the car maker did not manufacture the body a certified copy of the waiver from the body manufacturer should be attached.

General Comments

Manufacturers will be permitted to print their own inventory and waiver blanks and distribute them to distributors and dealers, but the exact wording and form of the Internal Revenue schedules and waivers must be used. For quick service that is what we recommend.

The government is not concerned with contractual relations between dealer and distributor. Accordingly blanks can be forwarded to the manufacturer by the dealer, direct or through distributors, as the trade practice may be.

The law specifically provides for the refund where an article subject to the tax imposed by subdivision 2 of Art. 600 of the Act of 1924 is held by the dealer and intended for sale on the effective date of the repeal of such subdivision (at midnight, March 28, 1926). Consequently in cases of conditional sales, no refund can be allowed since the articles so sold are not "held by a dealer and intended for sale."

Tires, parts and accessories sold on or in connection with the sale of automobile chassis and bodies are not exempt from the tax.

The tax on tires, parts and accessories sold separately as well as the tax on motor trucks is repealed effective 10:25 a. m., February 26, 1926.

The refund automobile tax provided by Section 1204 of the 1926 Act does not apply to automobile trucks, truck bodies, tires, parts and accessories taxable under subdivision 1 and 3, Section 600, Revenue Act of 1924.

Plans Automobile Show

JACKSON, O., March 13.—The Jackson County Automobile Show will be held at Jackson, Ohio, March 18 to 20, according to the announcement of Phil M. Carpenter, who is named manager of the show. All dealers in Jackson county will participate and the show will be held in the various sales rooms of the dealers and distributors.

Firm Changes Name

JAMAICA, N. Y., March 13.—The Jamaica Auto & Supply Co., Ford and Lincoln dealer, has been renamed the Schildkraut Motor Sales. There has been no change in ownership, policy or staff personnel.

Spokane Reports Demand 30 Days Ahead of Time

Deliveries Present Problem With Trend Toward Higher Priced Cars Evident

SPOKANE, Wash., March 13.—While the latter part of February is usually a period during which automobile buying slackens due to the tax assessments being made as of March 1, the last two weeks of the month this year resulted in a much larger number of machines being sold than during the earlier part of the month, with a number of distributors reporting the heaviest sales in eastern Washington and northern Idaho in their history.

In part the exceptionally mild winter stimulated buying while in part the increase was due to increased general prosperity. The weather is a big factor due to the large wheat acreage, but early seeding will be possible in practically all sections, thus giving the wheat a chance to reach sufficient growth to enable the crop to be safe from possible hot winds in June which, if there should be no late rains often do considerable damage.

A survey of distributors indicate that those handling five lines of cars in the \$1,000 to \$1,600 class were handicapped during February by not being able to obtain sufficient cars to make deliveries on orders. Large shipments scheduled to reach here early in March will relieve the situation for all but possibly one of these five dealers.

The country surrounding Spokane is demanding a largely increased quota of cars. The wholesale manager of one distributor of a line representing cars in the \$1,000, \$1,500 and \$2,000 class reported that his territory could take 40 cars of machines this spring while the factory allotment was only 35 cars for the city and country territory combined.

The new car demand is approximately 30 days ahead of the season. Accessory houses report demand from three weeks to slightly more than a month ahead of the season.

Claims Largest Building

SPRINGFIELD, Mass., March 13.—J. S. Harrington, distributor of Hudson and Essex cars in Springfield is now housed in what he claims is the most beautiful and largest building devoted exclusively to the sale of that line in New England. It marks the celebration of his entrance into the automotive business in this territory eleven years ago.

Takes Flint Distributorship

ALTOONA, Pa., March 13.—H. A. Espey has been appointed the Altoona and Blair county distributor of the Flint line of automobiles. His company will be known as the Blair Flint company and succeeds the Altoona Flint company. He has established a sales and service station at 2320-22 West Ninth avenue.

Here's a Live Prospect

ST. LOUIS, March 13.—Kansas claims the world's champion car owner in the person of Helmer Elk of McPherson, said to have owned 63 cars of 36 makes in the last nine years. Only once has he owned more than one car at a time and the longest period of keeping one car was five months.

Cox to Open Own Agency

MOLINE, Ill., March 13.—Fred E. Cox, for the last 10 years secretary and sales manager of the Auto Service company here, dealer in Chevrolets, has severed connections with that company and will open a Nash agency in Moline. Plans as now contemplated call for the erection of a new garage and sales room on Fifth avenue opposite the LeClaire hotel, the city's principal hostelry. J. H. Bushong succeeds Mr. Cox as sales manager with the Auto Service company, of which W. R. and J. F. McClean, cousins, are now heads, the former having been associated with Mr. Cox.

Croninger Is Named Vice President of Yellow Mfg.

CHICAGO, March 13.—R. Harry Croninger has been elected vice president of the Yellow Truck & Coach Mfg. Co., it is announced by John A. Ritchie, president of the company.

Mr. Croninger, who will immediately assume the duties of director of maintenance and service, has been connected with the Yellow Manufacturing interests in Chicago for the last four years as assistant general manager. The new office of the director of maintenance and service has been created following a program of expansion.

One of the best known figures in the American automotive industry, Mr. Croninger pioneered the early developments of motor cars in this country, assisting to found the Stoddard-Dayton Company, joining that organization in 1903. He has been connected variously with the Pennsylvania Auto Motor Company and the Alco division of the American Locomotive Company. During the war he had extensive manufacturing interests in Dayton, Ohio.

Dealer Opens New Home

SHEBOYGAN, Wis., March 13.—One of the most successful formal openings of a dealer home in eastern Wisconsin in many months took place here when more than 2,000 persons attended the opening of the recently organized Korman-Schmidt Auto Co., handling the Peerless, Oakland and Pontiac. The company succeeds the W. M. Schmidt Co. and prior to the opening had remodeled the former Schmidt quarters at 1119 Superior avenue, into one of the best dealer showrooms and service stations in the city.

Grant Finds Conditions Are Excellent in West

Chevrolet Officials Conduct Dealer Meetings Through Central States

DETROIT, March 13.—Present prospective business conditions in the middle west and on the Pacific Coast are good, according to R. H. Grant, vice-president and general sales manager of the Chevrolet Motor Company, who with a group of other Chevrolet officials has returned to Detroit from an extended trip.

With Mr. Grant on the tour were C. E. Dawson, assistant general sales manager, R. K. White, sales promotion manager, J. P. Little, manager of the parts and service division, W. G. Lewellen, assistant sales promotion manager, William A. Blees, manager of the certificate sales division and Sidney Corbett, manager of the fleet sales division. J. E. Grimm, Jr., advertising manager, joined the party on its return trip.

On the present trip, the party held meetings during the week of the New York automobile show. Following meetings were held in Baltimore, Pittsburgh, Buffalo, Detroit, Chicago and Minneapolis. From Minneapolis a jump was made to Portland, Ore., where the meetings were resumed. In the west meetings were held at Portland, Oakland, Los Angeles, Denver, Salt Lake City, Omaha and Kansas City.

After a short stay in Detroit, the party will leave for Boston and will then turn southward and westward ending the meetings in Louisville, April 17.

Buys Ford Agency

HOLYOKE, Mass., March 13.—James B. Dillon, vice-president of K. R. Charlton, Inc., on March 1 is taking over the Ford agency conducted here for years by that concern. Mr. Dillon has been with the company for 10 years and has been head salesman. Kenneth R. Charlton, while severing himself from the business, will retain an interest in the building, on which an additional story has just been built.

Hoesterey Is Promoted

ROCHESTER, N. Y., March 13.—Otto Hoesterey, star salesman for Rochester Auto Parts, Inc., who has covered the city for the firm for a number of years, has been appointed sales manager, in charge of both retail and wholesale sales. He will direct the activities of the road salesmen on the wholesale force and will also have charge of retail and wholesale floor sales at the "House of a Million Parts," as the Rochester Auto Parts is familiarly known. Frank Geyer, who has been a floor salesman, will succeed Mr. Hoesterey as city salesman. This is in line with the Rochester Auto Parts policy of picking road salesmen from the store force.

TRADE ASSOCIATION ACTIVITIES

DEALERS HEAR A. E. A. SPEAKERS

Three meetings in Illinois and Missouri Well Attended

CHICAGO, March 13.—Three merchandising meetings for dealers were conducted by the Automotive Equipment Association early in March in Illinois and Missouri. One session was held in Springfield, Mo., under the auspices of the Chamber of Commerce of that city, at which more than 125 dealers from southwest Missouri and North Arkansas attended. This meeting followed a two-day jobber conference in the Ozark region.

About 300 dealers were present at a meeting held at the invitation of the Barret Hardware Co., Joliet, Ill. Charles J. Shaw of the Barrett company presided and speakers included Arthur R. Mogge, merchandising director of the A. E. A., Henry Kirkland, new member of the merchandising staff of that organization, and R. M. Sheridan, international president of the Boosters Club.

At Quincy, Ill., about 100 dealers listened to merchandising speakers at the Elks Temple. Frank J. Tenk, a director of the A. E. A., presided. Rudolph Tenk, president of the Tenk Hardware Co., spoke on the functions of a jobber and Henry Kirkland presented the subject, "Ask 'Em to Buy Accessories and Service."

Urges Federal Control

COLUMBUS, O., March 13.—A resolution urging that congress enact a law charging the Interstate Commerce Commission with the regulation of motor vehicles when engaged in interstate commerce and that such regulations be in harmony with those now applying to rail carriers, was adopted at a recent meeting of the Columbus Transportation Club. C. O. Ruggles, dean of the College of Commerce and Journalism at the Ohio State University, was elected president of the club. He has made a thorough survey of motor truck transportation on the highways of Ohio and has arrived at conclusions which uphold the position that motor transportation for commercial purposes should be regulated by the Federal Government.

Air Survey Launched

LOS ANGELES, March 13.—Marking the initial step in a program for hastening commercial aviation in California, a group of air experts and business men, acting under the auspices of the California Development Association, decided at a meeting held in Los Angeles to launch a state-wide survey of the possibilities of air transportation in this state. The meeting, presided over by William M. Garland of Los Angeles, first vice president of the development association, was the first state-wide meeting of this character ever conducted in California. It was called by the association at the request of the Western Aero League.

Another meeting will be held when the survey decided upon has progressed to a point where it is possible to formulate a more definite program. The subject of the promotion of commercial aviation will also come up soon for extensive discussion at the next meeting of the board

of directors of the California Development Association.

The recent meeting in Los Angeles was devoted to a general discussion of plans for the establishment of an air service in California capable of handling all classes of transportation, including passenger, mail and freight. It was pointed out that aircraft by this time has been developed to a point where aerial transportation for all purposes is practicable.

Detroit Elects Schulte

DETROIT, March 13.—Joseph A. Schulte has been elected secretary of the Detroit Automobile Dealers' Association to fill out the unexpired term of R. B. Mann, resigned. Mr. Schulte is manager of the Detroit branch of the Cadillac Motor Car Company. Mr. Schulte was the sixth president of the association, having served in 1914.

Burruss to Make Tour

NEW YORK, March 13.—W. B. Burruss, sales consultant for the National Automobile Dealers' Association, in charge of eastern work with headquarters here, is leaving soon on a tour during which he will address dealers and salesmen in Ft. Wayne, Akron, Norfolk, Winston-Salem and Washington, D. C., and conduct a week's sales school in Detroit. Mr. Burruss is convinced that the day of the automobile salesmanship is just dawning. In all his talks he emphasizes the high quality of the car salesman's calling. Nobody limits salesmen, he says—they can make as much money as their zeal and knowledge of their product and human nature will justify, and they can attain any sales goal they may set for themselves if during their leisure as well as their working time they will bring every effort and all their study and attention to bear on traveling a straight line to that goal.

Schedule of A. E. A. Meetings

CHICAGO, March 13.—The following is the schedule of meetings to be held by the merchandising department of the Automotive Equipment Association in March and April:

March 19.	P. M.	Detroit.
March 20.	P. M.	San Antonio.
March 22.	P. M.	San Antonio.
March 22.	P. M.	Chicago.
March 23.	P. M.	Corpus Christi, Tex.
March 23.	P. M.	Chicago.
March 24.	P. M.	Corpus Christi, Tex.
March 24.	P. M.	Chicago.
March 25.	P. M.	Houston, Tex.
March 26.	P. M.	Houston, Tex.
March 26.	P. M.	Toronto.
March 27.	P. M.	Waco, Tex.
March 29.	P. M.	Waco, Tex.
March 29.	P. M.	Maywood, Ill.
March 30.	P. M.	Dallas, Tex.
March 30.	P. M.	Gary, Ind.
March 31.	P. M.	Dallas, Tex.
March 31.	P. M.	Evanston, Ill.
April 1.	P. M.	Fort Worth, Tex.
April 1.	P. M.	Roseland, Ill.
April 2.	P. M.	Fort worth, Tex.
April 2.	A. M.	Milwaukee.
April 2.	P. M.	Milwaukee.
April 3.	P. M.	Abilene, Tex.
April 5.	P. M.	Abilene, Tex.
April 5.	P. M.	Blue Island, Ill.
April 6.	P. M.	Wichita Falls, Tex.
April 6.	P. M.	Elgin, Ill.
April 7.	P. M.	Wichita Falls, Tex.
April 9.	P. M.	Newark, N. J.
April 10.	A. M.	New Orleans.
April 12.	P. M.	New Orleans.
April 16.	P. M.	Dayton, O.
April 20.	P. M.	Toledo, O.

A. E. A. PICTURES SALES MESSAGE

Designs Projector and Film Sets for Use By Salesmen

CHICAGO, March 13.—A plan whereby jobber salesmen can visualize their sales message and cause their dealer prospects also to visualize it, has been worked out by the merchandising department of the Automotive Equipment Association.

The system involves pictures, and one picture is declared by the A. E. A. merchandising department to be worth a thousand words when it comes to selling.

The A. E. A. will sell to its jobber members a still picture projector, using film the same size as movie film, complete with traveling case, film cans, cord and lamps, for \$35. The manufacturing members will supply the films featuring their particular products. The A. E. A. also will supply films carrying a merchandising message of a general nature. All films will be furnished to the jobbers and their representatives free of charge.

The A. E. A. has designed the outfit for use either by jobbers at conferences of their salesmen, or by the salesmen themselves to use in illustrating a product to the dealer prospect.

Ft. Wayne Elects Schiefer

FORT WAYNE, Ind., March 13.—Chester G. Schiefer, Buick distributor and dealer here, has been elected president of the Fort Wayne Automobile Trades Association for the coming year. C. A. Grieger is vice-president; Alfred H. Kramer, secretary; L. J. Andrews, treasurer. The officers, with Clarence Miller, retiring president, L. A. Bowman and A. L. Randall, constitute the board of directors.

Used Car Managers Organize

SEATTLE, March 13.—The organization of the Seattle Used Cars Managers' Association was completed at a recent meeting held at the offices of the Central Chevrolet, Inc., of this city. The association is sponsored by more than 60 prominent new car dealers. The purpose of the new organization is to promote confidence in used car buying on the part of the public, and to establish the used car business upon as high a basis as new car selling.

Art Ferguson of R. Knox Roberts Motors, was chosen president; C. W. Simpson of W. L. Eaton Company, vice-president and D. S. McBirnie of Washburn-Haines Company, secretary-treasurer. In addition Al Arnold of Nagelvoort-Stearns and D. A. Felta of Green-Porter Nash Corp., were elected to the executive committee.

According to the program laid down by the organization at its first meeting, the new society will not attempt to control prices of used cars, but will confine itself only to the ethical purpose of requiring its members to maintain a high selling standard.

Shaw Meets Atlanta Dealers

ATLANTA, Ga., March 13.—L. M. Shaw, of St. Louis, assistant general manager of the National Automobile Dealers' Association, addressed the members of the Atlanta Automobile Association, of Atlanta, at a special meeting at the Capital City Club, on the subject of the financing of time payments on automobiles.

Jordan Predicts Unusual Demand in April, May

Manufacturer Sees Less Liberal Prices Being Offered for Used Cars Also

CLEVELAND, March 13.—There will not be enough new automobiles in this country to meet the demand of the public for about 60 days following the middle of March. That is the prediction of Edward S. Jordan, president of the Jordan Motor Car Company.

There have been times when dealers, in their anxiety to make deliveries of new cars, accepted in many instances the owner's valuation of his old car, with the result that the second hand market was glutted, Mr. Jordan says. This spring the dealer is not willing to do that. He is in a better situation than he has been for years.

"The public, from whom the demand for new cars of the most modern type is unusual, is beginning to reduce its prices on old cars, realizing that the dealers cannot afford to pay so much for used automobiles as the public thinks they should pay," he declared.

"The result is a tightening on the part of the dealers against long allowances on second hand cars. Dealers are in a position to do this because the spring demand for cars will be beyond the capacity of many to supply. Manufacturers have awakened to the fact that they must regulate their production in accordance with the financial resources of the dealer's organization.

"This has put winter production on a sane basis and eliminated any danger of a spring slump that would have surely come as a penalty of overproduction. Stocks of automobiles, both new and used, are lower today, proportionate to the demand, than ever before."

Citroen Opens New Plants

WASHINGTON, March 13.—Citroen, French automobile builder, the automotive division of the Department of Commerce is informed, has organized assembly plants at Stowe, near Windsor, England, and Milan, Italy, the former with an ultimate production schedule of 100 cars daily and the latter 40 cars daily. Both plants will be in partial operation by April, 1926. It is estimated that during 1925 the Citroen Company built upwards of 70,000 cars, and was thus the leading European producer. Between 30 and 40 per cent of this number it is said, were exported.

Reo Dealers Meet

HARRISBURG, Pa., March 13.—Reo motor car dealers of twenty central Pennsylvania counties met at the Harrisburg Automobile company's place of business, Fourth and Felker streets, for a banquet and sales conference. Reo distributors of Baltimore and Washington, D. C., were also guests at the ses-

March 18, 1926

sion. The dealers were addressed by Clarence Eldridge, assistant general sales manager of the Reo Motor Car company, Lansing, Mich., H. T. DeHart, Reo advertising manager, W. W. Steffens, Reo factory representative in this district, Walter Buchen, advertising counsel, and B. C. Clayton of the Reo engineering staff. These men outlined the Reo factory's new sales and advertising policies for 1926.

Gets First St. Louis Stutz

ST. LOUIS, March 13.—The first new Stutz vertical eight sedan sold in St. Louis was delivered to Charles Horace, 3217 South Grand Boulevard. Horace ordered the car several months ago before even seeing a picture of the new model. The Benjamin Motor Co., St. Louis distributor for Stutz, reports 51 orders for vertical eights taken at the recent show.

Open Used Car Rooms

ST. LOUIS, March 13.—The J. W. Automobile Co., Inc., opened a second used car showroom last week at 2909 Washington boulevard. The other showroom operated by the concern is at 2910 Olive street. The South Side Chevrolet Co., 3645 South Grand boulevard has opened a used car department adjoining the main salesroom. The South Side concern now holds the largest dealer contract in St. Louis.

Chrysler Dealers Meet

ROCHESTER, N. Y., March 13.—The sales program for the coming year was discussed at a dinner meeting of the Alliance Motor Company, Chrysler distributors, attended by officials and sales representatives. Members of the main office sales department, city subdealers, out of town subdealers and officials of the Cleveland district attended. The work for the year was discussed by S. W. Monroe, assistant sales manager; L. A. Hanson of the sales department; G. Knight Falk and J. H. Falk, district supervisors of Cleveland.

Chevrolet Exports Gain 700% in Last 4 Years

Greatest Increase Is Shown in 1925 Figures Which Nearly Triple 1924

DETROIT, March 13.—The export business of the Chevrolet Motor Company has expanded approximately 700 per cent during the last four years, it was said by company officials today.

In 1922, 11,588 passenger cars were exported as contrasted to 63,552 in 1925. In 1923, 3,021 trucks were exported as compared to 17,971 in 1925. The biggest stride was made during the last year when the foreign business was nearly triple that of 1924.

To handle its increasing foreign business the company has an export assembly plant at Bloomfield, N. J., and three European assembling plants at London, Copenhagen, and Antwerp. There are two receiving plants, one at Barcelona, Spain, and the other at Hamburg, Germany.

Sale of trucks comprised an even larger proportion of the foreign business because the figures, it is said, represent only the one-ton Utility Express truck chassis, the smaller half-ton truck chassis being included in the passenger car totals.

New Pierce Appointments

BUFFALO, N. Y., March 13.—William G. Shortal has been appointed manager of the territorial division of the Pierce-Arrow Motor Car Co., having been connected with the sales department of the company for many years. James Brooks, formerly connected with the American Chain Co., has also been appointed Pierce-Arrow representative of eastern New York state and Connecticut. A. M. Russell has been appointed representative of the mid-western states.

Coming Motor Events

Automobile Shows

1927 NATIONAL SHOWS	
New York.....	Jan. 8-15
Chicago.....	Jan. 29-Feb. 5
Detroit.....	Mar. 29-Apr. 3
(Second annual Motor Bus Show)	

Conventions

Texas Automotive Dealers' Association,	
Tenth annual, Galvez Hotel, Galveston,	
Tex., May 12-13.	
Automobile Body Builders' Association,	
annual, Hotel Statler, Detroit, June	
8-10.	

COMING FEATURES OF CHILTON
May 6—Motor Age—Sales and Service Reference Number.

Races

Los Angeles, Cal.....	Mar. 21, 1926
Fresno, Cal.....	April 15, 1926
Atlantic City, N. J.....	May 1, 1926
Charlotte, N. C.....	May 10, 1926
Indianapolis, Ind.....	May 31, 1926
Altoona, Pennsylvania.....	June 12, 1926
Laurel, Maryland.....	June 26, 1926
Salem, New Hampshire.....	July 5, 1926
Atlantic City, N. J.....	July 17, 1926
Altoona, Pennsylvania.....	Sept. 6, 1926
Salem, New Hampshire.....	Sept. 25, 1926
Laurel, Maryland.....	Oct. 9, 1926
Atlantic City, N. J.....	Oct. 23, 1926
Charlotte, N. C.....	Nov. 11, 1926
Los Angeles, Cal.....	Nov. 25, 1926

CLASS JOURNAL PUBLICATIONS

May—Automobile Trade Journal—"Biggest Market" Issue.

Prices and Weights of Current Passenger Car Models

SHIP. WT. PASS. BODY STYLE. PRICE	SHIP. WT. PASS. BODY STYLE. PRICE	SHIP. WT. PASS. BODY STYLE. PRICE	SHIP. WT. PASS. BODY STYLE. PRICE
AJAX	CHRYSLER (Continued)	ELCAR	JEWETT
108 in. W. B.	"70" (112 3/4 in. W. B.)	"4-55"	"New Day"
2210 5-p Touring \$865	2805 4-p Roadster \$1,625	2560 5-p Touring \$1,095	5-p Touring DeL. \$1,095
2410 5-p Sedan 995	2785 5-p Phaeton 1,395	2560 4-p Roadster 1,295	5-p Sedan 995
APPERSON	2895 5-p Coach 1,445	2900 5-p Coach 1,195	5-p Sedan DeLuxe 1,095
"6"	2935 4-p Royal Coupe 1,795	2779 5-p Sedan 1,395	
3100 5-p Phaeton \$1,575	2995 5-p Brougham 1,865		JORDAN
3130 5-p Sp. Phaeton 1,650	3060 5-p Sedan 1,695	"6-65"	"J"
3145 4-p Coupe 2,050	3085 5-p Royal Sedan 1,995	5-p Touring 1,295	4-p Playboy Road. \$1,845
3570 5-p Sp. Sedan 2,100	3090 5-p Crown Sedan 2,095	4-p Roadster 1,495	5-p Sedan 1,945
"ST. 8"		5-p Coach 1,395	4-p Victoria 1,945
3520 5-p Sp. Phaeton 1,995	"80"	3-p Coupe 1,495	
3750 4-p Coupe 2,450	(120 in. W. B.)	2900 5-p Sedan 1,595	Series "A"
3790 5-p Sedan 2,595	3730 4-p Roadster 2,885	"8-81"	3340 5-p Touring 2,275
AUBURN	3775 5-p Phaeton 2,645	4-p Roadster 2,315	3625 5-p Brougham 2,575
"4-44"	4105 5-p Sedan 3,395	7-p Coupe Road. 2,195	3525 5-p Sedan 2,675
5-p Touring \$1,145	(127 in. W. B.)	4050 7-p Sedan 2,765	3470 7-p Sedan 2,925
5-p Roadster 1,145	4015 4-p Coupe 3,195	ESSEX	
5-p Coupe 1,175	4225 7-p Sedan 3,595	2185 5-p Touring	
5-p Sedan 1,195	4260 7-p Sedan Lim. 3,695	2395 5-p Coach 840*	
"6-66"	CLEVELAND "31"	*Delivered, Detroit. Mfrs. do not	
2850 4-p Sport-Roadster 1,395	2415 5-p Touring \$945	quote F. O. B. prices.	
2860 4-p Touring 1,395	2565 5-p Tour'g DeLuxe 1,035	FLINT	
3020 3-p Coupe 1,445	2695 5-p Sedan 1,090	"E-80"	
3020 5-p Brougham 1,495	"43"	3325 4-p Sport Road. \$1,945	
3070 5-p Sedan 1,695	2800 5-p Touring 1,145	3245 5-p Touring 1,595	
3070 5-p Wanderer 1,745	2915 3-p Coupe 1,225	3310 4-p Sp. Touring 1,945	
"8-88"	2975 5-p Sp. Touring 1,295	3245 4-p Coupe 2,045	
3180 4-p Sport-Roadster 1,695	3145 5-p Sedan 1,345	3595 5-p Sedan 2,195	
3200 6-p Touring 1,695	3215 5-p Sedan DeLuxe 1,595	5-p Sedan 2,395	
3380 5-p Brougham 1,795	3215 5-p Sport Sedan 1,625	"B-60"	
3450 5-p Sedan 1,995	CUNNINGHAM	4-p Roadster 1,395	
3450 5-p Wanderer 2,045	"Y-6"	2715 5-p Touring 1,285	
3750 7-p Sedan 2,095	4600 7-p Touring \$6,650	4-p Coupe Roadster 1,495	
BUICK	4500 4-p Sp. Touring 6,150	2940 5-p Sedan 4d. 1,525	
"Standard"	4700 4-p Coupe 7,600	2965 5-p Brougham 1,575	
2845 2-p Roadster \$1,125	5000 6-p Limousine 8,100	"Z-18"	
2955 5-p Touring 1,150	DAGMAR	5-p Coach 1,085	
3020 2-p Coupe 1,195	"6-70"	5-p DeL. Coach 1,185	
3150 5-p 2 d. Sedan 1,195	3750 4-p Roadster \$3,500		
3110 4-p Coupe 1,275	3800 4-p Sp. Tourer 3,500	FORD	
3230 5-p 4 d. Sedan 1,295	3700 4-p Phaeton 3,500	Without Starter and Dem. Rims	
"Master"	4200 4-p Petite Coupe 4,500	1526 2-p Runabout \$290	
(120 in. W. B.)	4200 5-p Petite Sedan 4,500	1557 2-p With Balloon Tires 335	
3350 2-p Roadster 1,250	4500 4-p De Luxe Coupe 4,750	1607 5-p Touring 310	
3515 5-p Touring 1,295	4700 5-p Sedan 4,700	1640 5-p With Balloon Tires 355	
3670 5-p 2 d. Sedan 1,395	4800 7-p Sedan 4,750	With Starter and Dem. Rims	
3765 5-p Sedan 1,495	"6-60"	1645 2-p Runabout 375	
(128 in. W. B.)	3100 2-p Roadster 1,985	1655 2-p With Balloon Tires 400	
3570 4-p Sp. Roadster 1,495	3200 4-p Sp. Touring 1,985	1728 5-p Touring 395	
3635 5-p Sp. Touring 1,525	3150 5-p Touring 1,785	1738 5-p With Balloon Tires 420	
3805 3-p Country Club 1,765	3500 5-p Sedan 2,445	1851 2-p Coupe 500	
3855 4-p Coupe 1,785	DAVIS	1860 2-p With Balloon Tires 525	
3940 5-p Brough. Sedan 1,925	"92"	1961 5-p Sedan, Tudor 520	
4025 5-p Sedan 1,995	2660 4-p Roadster \$1,495	1972 5-p With Balloon Tires 545	
CADILLAC	2915 5-p Legion. Tour. 1,495	1994 5-p Sedan, Fordor 565	
"314" Standard Line	3060 5-p Sedan 1,595	2004 5-p With Balloon Tires 590	
(132 in. W. B.)	2325 5-p Touring \$1,285	FRANKLIN	
4040 2-p Coupe \$3,045	2500 5-p Sedan 1,285	"11-A"	
4210 5-p Sedan 3,195	2450 3-p Coupe 1,285	2800 3-p Sport Road. \$2,750	
4315 7-p Sedan 3,295	DIANA "St. 8"	2845 5-p Touring 2,635	
4110 5-p Brougham 2,995	2995 5-p Roadster \$1,695	2965 3-p Coupe 2,700	
4380 7-p Imperial 3,435	3100 5-p Phaeton 1,695	3175 5-p Sedan 3,090	
4125 4-p Victoria 3,095	3275 5-p De Luxe Sedan 1,995	2900 2-p Sp. Coupe 3,150	
Custom Built	3160 5-p Cabriolet 1,995	3080 5-p Sport Sedan 3,225	
(132 in.)	3170 5-p Sedan De Luxe 2,095	3275 7-p Limousine 3,275	
4065 3-p Roadster 3,250	3640 7-p Sedan (135 in. W. B.) 2,695	3135 7-p Cabriolet 4,400	
(138 in. W. B.)	DODGE BROTHERS	5-p Oxford Sedan 3,172	
4125 7-p Touring 3,250	2448 2-p Roadster \$ 795	GARDNER	
4100 5-p Phaeton 3,250	2538 2-p Special Roadster 845	"6-A"	
4300 5-p Coupe 4,000	2567 5-p Touring 795	3150 5-p Touring \$1,395	
4300 5-p Sedan 4,150	2642 5-p Spec. Touring 845	3160 4-p Sp. Roadster 1,395	
4400 7-p Suburban 4,285	2589 2-p Coupe "B" 845	3440 5-p Brougham 1,545	
4450 7-p Imperial 4,485	2703 2-p Spec. Coupe "B" 895	3440 5-p Std. Sedan 1,595	
CASE	2811 5-p "B" Sedan 895	"8-A"	
J. I. C.	2943 5-p Spec. "B" Sed. 945	3520 5-p Touring 1,795	
3260 3-p Roadster \$1,840	2920 5-p DeL. "A" Sed. 1,075	3480 4-p Sp. Roadster 1,795	
3290 5-p Touring 1,885	DUESENBERG	3740 5-p Brougham 1,895	
3470 5-p Sp. Touring 2,160	Straight "8"	3580 4-p Cabriolet 2,095	
3640 5-p Sedan 2,590	3920 2-p Roadster ↑	3730 5-p Imp. Sedan 2,095	
3650 5-p Brougham 2,590	3970 4-p Roadster ↑	GRAY	
"Y"	3700 5-p Phaeton \$6,650	"S"	
3950 7-p Touring 2,225	3980 4-p Sp. Phaeton ↑	2055 5-p Sedan \$845	
4320 7-p Sedan 2,975	4115 5-p Sedan ↑	HERTZ	
CHANDLER	4500 7-p Sedan ↑	"D-1"	
"35"	↑Manufacturers do not quote	3800 5-p Touring	
3090 2-p Roadster \$1,695	list prices.	3800 5-p Sedan	
3085 5-p Sport Touring 1,545	DU PONT	HUDSON	
3223 7-p Touring 1,645	"D"	"Super Six"	
3309 5-p Brougham 1,695	3300 2-p Roadster \$2,600	3400 7-p Phaeton	
3525 5-p Met. Sedan 1,895	3550 5-p Touring 2,600	3385 5-p Coach \$1,260*	
3498 5-p 20th C'y Sedan 1,590	3800 7-p Touring 2,750	3425 4-p Brougham 4d. 1,515*	
3594 7-p Sedan 1,995	3550 5-p Touring Sedan 3,400	3675 7-p Sedan 1,695*	
CHEVROLET	DURANT	*Delivered, Detroit. Mfrs. do not	
"Superior" (Series K)	A-22	quote F. O. B. prices.	
1780 2-p Roadster \$510	2300 5-p Touring \$ 730	HUPMOBILE	
1875 5-p Touring 510	2380 5-p Spec. Touring 805	"A"	
2030 2-p Utility Coupe 645	2450 4-p Coupe 825	2620 5-p Touring \$1,325	
2130 5-p Coach 645	2480 4-p Spec. Coupe 875	2800 5-p Sedan 1,385	
2215 5-p Sedan 735	2650 5-p Sedan 880	3255 5-p Touring 1,945	
2215 5-p Landau Sedan 765	2710 5-p Spec. Sedan 995	3282 7-p Touring 2,045	
CHRYSLER "33"		3465 4-p Coupe 2,345	
(109 in. W. B.)		3500 5-p Sedan 2,345	
2265 2-p Roadster \$890		3580 5-p Berline 2,445	
2300 5-p Touring 845			
2405 2-p Club Coupe 895			
2510 5-p Coach 935			
2670 5-p Std. Sedan 995			

Prices and Weights of Current Passenger Car Models

SHIP.
WT. PASS. BODY STYLE. PRICE

McFARLAN "6" (Continued)
"SV"

3850	4-p	Coupe	3,180
3850	5-p	Sedan	3,180
3850	5-p	Spec. Sedan	3,180
3850	7-p	Sedan	3,280
3850	5-p	Sub. Sedan	3,380
3850	7-p	Sub. Sedan	3,480
3850	5-p	Brougham 4d.	3,180

4000	2-p	Roadster	5,400
4600	4-p	Sp. Touring	5,600
4900	4-p	Coupe	6,720
5200	4-p	Tour. Sedan	6,720
5200	7-p	Tour. Sedan	6,810
5200	6-p	Sedan	6,720
5200	7-p	Sedan	6,810
5200	7-p	Spec. Sedan	6,810
5200	7-p	Enc. Sedan	7,110
5200	7-p	Sub. Sedan	7,110
5200	7-p	Town Car	9,000

4000	2-p	Roadster	2,650
4000	4-p	Roadster	2,900
4000	5-p	Touring	2,650
4000	7-p	Touring	2,750
4000	5-p	Sedan	3,180
4000	5-p	Sub. Sedan	3,380
4000	7-p	Sedan	3,480
4000	7-p	Sub. Sedan	3,480
4000	4-p	Coupe	3,180
4000	5-p	Coach Broug.	3,180
4000	5-p	Town Car	4,600

3695	2-p	Speedster	\$3,295
3694	5-p	Phaeton	3,295
3704	7-p	Touring	3,295
4080	5-p	Std. Brougham	3,295
3937	4-p	Victoria	3,295
3983	2-p	Std. Coupe	3,295
4065	5-p	Sedan	3,295
4080	5-p	Spec. Brougham	3,395
4065	5-p	Spec. Sedan	3,395
4243	7-p	Spec. Sedan	3,470
4031	5-p	Sedan De-Luxe	3,775
4243	7-p	Spec. Sedan	3,470
4175	7-p	Sedan De-Luxe	3,850
4100	5-p	Sedan Lim.	3,900
4215	7-p	Sedan Lim.	3,975

2600	5-p	Roadster	\$1,395
2720	5-p	Cab. Roadster	1,645
2560	5-p	Touring	1,195
2710	5-p	Coach	1,295
2710	5-p	DeL. Sedan 2d.	1,495
2850	5-p	Std. Sedan 4d.	1,445
2860	5-p	DeL. Sedan 4d.	1,695

3270	5-p	Sp. Touring	1,985
3290	7-p	Touring	1,985
3590	5-p	Petite Sedan	2,640

2870	2-p	Roadster	\$1,115
2980	5-p	Touring	1,135
3030	2-p	Business Coupe	1,165
3120	5-p	Sedan 2d.	1,215
3120	5-p	Sedan	1,215
3300	5-p	Sedan 4d.	1,445

3320	3-p	Roadster	1,375
3400	5-p	Touring	1,340
3550	5-p	Sedan 2 d.	1,425

3480	7-p	Touring	1,490
3640	4-p	Victoria	1,790
3750	5-p	Coupe 4 d.	1,990
3830	7-p	Sedan	2,090

2425	2-p	Roadster	\$975
2500	2-p	Touring	1,025
2600	4-p	Sp. Roadster	1,175
2640	5-p	Coach	1,095
2615	3-p	Landau Coupe	1,125
2765	5-p	Sedan	1,195
2885	5-p	Landau Sedan	1,295

2235	5-p	Touring	\$875
2445	4-p	DeL. Roadster	975
2445	5-p	DeL. Touring	980
2460	2-p	Coupe	925
2460	5-p	Coach	950
2660	2-p	De Luxe Coupe	990
2635	5-p	De Luxe Coach	1,040
2735	5-p	Sedan	1,025
2735	5-p	De Luxe Sedan	1,115

1819	5-p	Touring	\$495
2205	5-p	Sedan De Luxe	695
2202	5-p	Std. Sedan 2 d.	595

SHIP.
WT. PASS. BODY STYLE. PRICE

OVERLAND (Continued)

2443	5-p	Touring	895
2443	5-p	Std. Sedan	895
2584	5-p	Sedan De Luxe	1,095

3643	4-p	Roadster	\$2,785
3653	5-p	Touring	2,585
3595	4-p	Sp. Touring	2,760
3753	4-p	Coupe	2,585
3937	5-p	Sedan	2,585
3793	7-p	Touring	2,785
4043	7-p	Sedan	2,785
4133	7-p	Club Sedan	2,725
4133	7-p	Sedan Lim.	2,885

4060	4-p	Runabout	3,950
4090	5-p	Touring	3,750
4023	4-p	Sp. Touring	3,900
4242	4-p	Coupe	4,650
4528	5-p	Sedan	4,750
4528	2-p	Coupe	5,775
4199	7-p	Touring	3,950
4655	7-p	Club Sedan	4,890
4655	7-p	Sedan	5,000
4710	7-p	Sedan Lim.	5,100

3695	2-p	Speedster	\$3,295
3694	5-p	Phaeton	3,295
3704	7-p	Touring	3,295
4080	5-p	Std. Brougham	3,295
3937	4-p	Victoria	3,295
3983	2-p	Std. Coupe	3,295
4065	5-p	Sedan	3,295
4080	5-p	Spec. Brougham	3,395
4065	5-p	Spec. Sedan	3,395
4243	7-p	Spec. Sedan	3,470
4031	5-p	Sedan De-Luxe	3,775
4243	7-p	Spec. Sedan	3,470
4175	7-p	Sedan De-Luxe	3,850
4100	5-p	Sedan Lim.	3,900
4215	7-p	Sedan Lim.	3,975

3175	5-p	Touring	\$1,895
3425	5-p	Coupe	2,295
3500	5-p	Sedan	2,395
3275	2-p	Sp. Roadster	2,195
3300	7-p	Touring	1,995
3700	7-p	Sedan	2,595
3825	7-p	Limousine	2,695

2950	5-p	Sedan	\$1,495
3140	5-p	Std. Sedan	1,695
2950	5-p	Sedan	\$1,495
3140	5-p	Std. Sedan	1,695
2950	5-p	Sedan	\$1,495
3140	5-p	Std. Sedan	1,695

4350	2-p	Runabout	\$5,250
4500	4-p	Touring	5,250
4590	7-p	Touring	5,250
4730	3-p	Coupe	6,800
4800	4-p	Sedan	6,900
4960	7-p	Sedan	7,000
4750	4-p	Coupe Sedan	6,900
4730	6-p	Brougham	6,800
4850	7-p	Limousine	7,000
5060	7-p	Enclosed Lim.	7,000
4780	7-p	French Lim.	7,000
4730	6-p	Landaulet	7,000

3205	2-p	Roadster	2,895
3260	4-p	Phaeton	3,095
3385	7-p	Phaeton	2,895
3430	5-p	Coach	3,150
3430	5-p	Coach	3,250
3430	5-p	Coach	3,350
3365	4-p	Lim-Coach	3,450
3335	4-p	Coupe Landau	3,820
3440	5-p	Coupe	3,695
3560	5-p	Sedan	3,895
3615	7-p	Enc. Dr. Lim.	4,045

2270	2-p	Coupe	\$ 825
2335	5-p	Coach	825

3375	2-p	Roadster	\$1,665
3182	5-p	Sp. Touring	1,395
3365	2-p	Coupe	1,495
3365	2-p	Spec. Coupe	1,565
3515	5-p	Sedan 4 d.	1,565
3565	5-p	Spec. Sedan	1,745

3900	2-p	Sp. Roadster	\$2,750
3975	4-p	Speedster	2,750
4050	5-p	Touring	2,750
4300	5-p	Sedan	3,800

SHIP.
WT. PASS. BODY STYLE. PRICE

REVERE (Continued)

3700	2-p	Roadster	3,200
3800	4-p	Sportster	3,200
3970	5-p	Touring	3,200
4400	5-p	Sedan	4,000

3116	5-p	Coupe-Sedan	1,695
3202	5-p	Brougham	1,895
3040	4-p	Coupe Roadster	1,920
3317	5-p	Coupe DeLuxe	1,995
3353	7-p	Sedan	2,095
3353	7-p	Sedan	2,195

3445	5-p	Coupe Sedan	2,095
3486	5-p	Brougham	2,295
3440	4-p	Coupe Roadster	2,395
3603	5-p	Coupe DeLuxe	2,395
3640	4-p	Sedan	2,495
3640	7-p	Sedan	2,595
3640	4-p	Sup. Sp. Sedan	5,000

3445	5-p	Coupe Sedan	2,095
3486	5-p	Brougham	2,295
3440	4-p	Coupe Roadster	2,395
3603	5-p	Coupe DeLuxe	2,395
3640	4-p	Sedan	2,495
3640	7-p	Sedan	2,595
3640	4-p	Sup. Sp. Sedan	5,000

3445	5-p	Coupe Sedan	2,095
3486	5-p	Brougham	2,295
3440	4-p	Coupe Roadster	2,395
3603	5-p	Coupe DeLuxe	2,395
3640	4-p	Sedan	2,495
3640	7-p	Sedan	2,595
3640	4-p	Sup. Sp. Sedan	5,000

3445	5-p	Coupe Sedan	2,095
3486	5-p	Brougham	2,295
3440	4-p	Coupe Roadster	2,395
3603	5-p	Coupe DeLuxe	2,395
3640	4-p	Sedan	2,495
3640	7-p	Sedan	2,595
3640	4-p	Sup. Sp. Sedan	5,000

3445	5-p	Coupe Sedan	2,095
3486	5-p	Brougham	2,295
3440	4-p	Coupe Roadster	2,395
3603	5-p	Coupe DeLuxe	2,395
3640	4-p	Sedan	2,495
3640	7-p	Sedan	2,595
3640	4-p	Sup. Sp. Sedan	5,000

3445	5-p	Coupe Sedan	2,095
3486	5-p	Brougham	2,295
3440	4-p	Coupe Roadster	2,395
3603	5-p	Coupe DeLuxe	2,395
3640	4-p	Sedan	2,495
3640	7-p	Sedan	2,595
3640	4-p	Sup. Sp. Sedan	5,000

3445	5-p	Coupe Sedan	2,095
3486	5-p	Brougham	2,295
3440	4-p	Coupe Roadster	2,395
3603	5-p	Coupe DeLuxe	2,395
3640	4-p	Sedan	2,495
3640	7-p	Sedan	2,595
3640	4-p	Sup. Sp. Sedan	5,000

3445	5-p	Coupe Sedan	2,095
3486	5-p	Brougham	2,295
3440	4-p	Coupe Roadster	2,395
3603	5-p	Coupe DeLuxe	2,395
3640	4-p	Sedan	2,495
3640	7-p	Sedan	2,595
3640	4-p	Sup. Sp. Sedan	5,000

3445	5-p	Coupe Sedan	2,095
3486	5-p	Brougham	2,295
3440	4-p	Coupe Roadster	2,395
3603	5-p	Coupe DeLuxe	2,395
3640	4-p	Sedan	2,495
3640	7-p	Sedan	2,595
3640	4-p	Sup. Sp. Sedan	5,000

3445	5-p	Coupe Sedan	2,095
3486	5-p	Brougham	2,295
3440	4-p	Coupe Roadster	2,395
3603	5-p	Coupe DeLuxe	2,395
3640	4-p	Sedan	2,495
3640	7-p	Sedan	2,595
3640	4-p	Sup. Sp. Sedan	5,000

3445	5-p	Coupe Sedan	2,095
3486	5-p	Brougham	2,295
3440	4-p	Coupe Roadster	2,395
3603	5-p	Coupe DeLuxe	2,395
3640	4-p	Sedan	2,495
3640	7-p	Sedan	2,595
3640	4-p	Sup. Sp. Sedan	5,000

3445	5-p	Coupe Sedan	2,095
3486	5-p	Brougham	2,295
3440	4-p	Coupe Roadster	2,395
3603	5-p	Coupe DeLuxe	2,395
3640	4-p	Sedan	2,495
3640	7-p	Sedan	2,595
3640	4-p	Sup. Sp. Sedan	5,000

SHIP.
WT. PASS. BODY STYLE. PRICE

3735	5-p	Touring	2,395
3895	7-p	Touring	2,495
4035	5-p	Sedan	2,750
4035	5-p	Brougham	2,750
4020	4-p	Coupe	2,850
4090	5-p	Sport Sedan	3,050
4200	7-p	Sedan	3,150

This list comprises cars distributed on a national basis

(Continued on page 48)

for Economical Transportation



Breaking all Records!

During the first 60 days of 1926, Chevrolet production exceeded, by 50,000 cars, the record of the corresponding period of 1925. And during 1925, Chevrolet broke all records for the production of gear-shift cars, building over a half million units!

This spectacular increase emphasizes three facts of vital interest to dealers:

—that now more than ever before, motorists are demanding modern design and quality construction combined with low first cost.

—that the Improved and lower priced Chevrolet is meeting that demand as it has never been met before.

—that Chevrolet's popularity is growing by leaps and bounds, assuring dealers of quick sales and clean profits.

CHEVROLET MOTOR COMPANY, DETROIT, MICHIGAN
DIVISION OF GENERAL MOTORS CORPORATION

QUALITY AT LOW COST

(Continued on page 48)

X—Sleeve valve
Y—Yes

S—Semi-elliptic
Se—Servo

OW—Oil cups with wick feed
S—Single plate
Pr—Pressure gun

J—Three-quarter elliptic
K—Cone

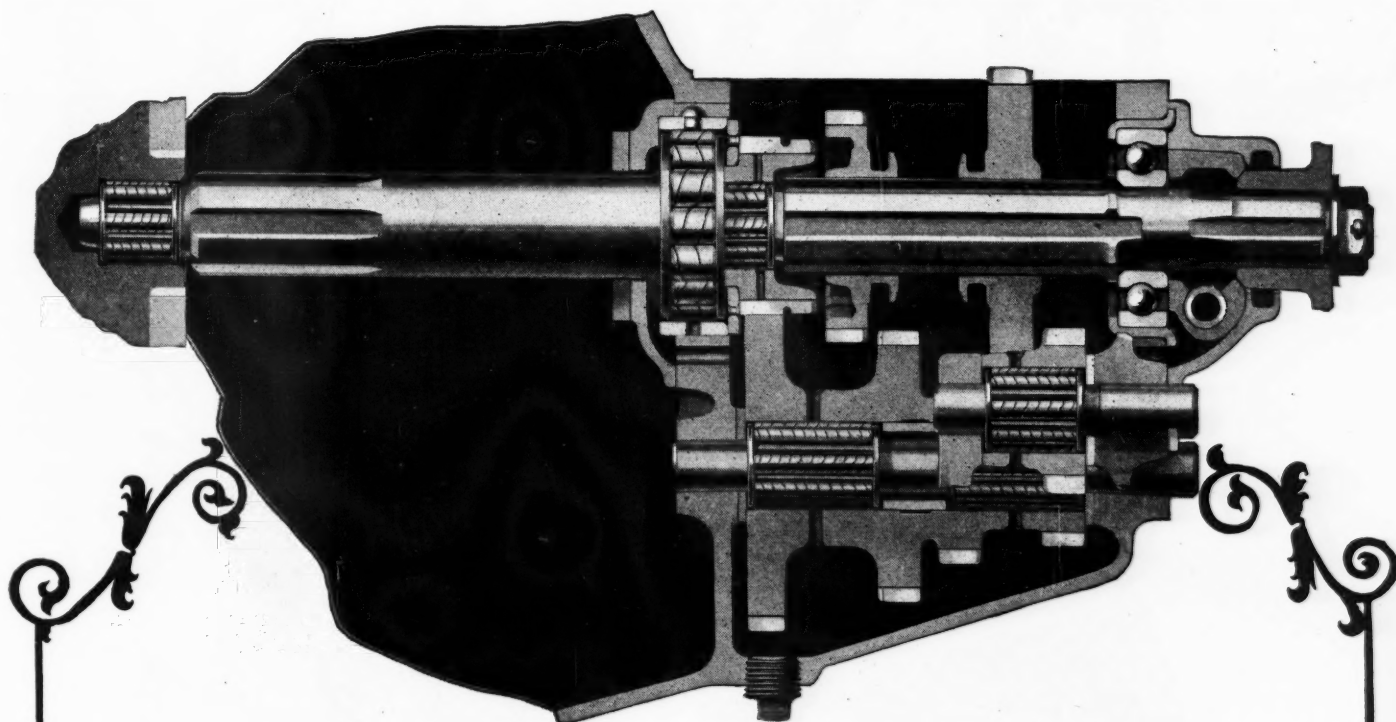
f—Fabric
F—Filter
FI—Full floating

external, four wheels
BO—Bevel Gear Overhead shaft
Ch—Chain

Mechanical Specifications of Current Passenger Car Models—Continued

(This list comprises cars distributed on a national basis)

ENGINE										ELECTRICAL SYSTEM		REAR AXLE		BRAKES		Chassis Lubrication—Type and Make		ABBREVIATIONS—NAMES OF MFRS. OF STOCK PARTS												
Wheel Base (Inches)	Tire Size	Decimals-Balloons	Make and Model	Number of Cyls.	Rated H.P.	Piston Displacement	Valve Arrangement	Camshaft Drive	Reg. or Sep.	Fusion Material	No. Main Bear.	Oil System	Cooling System	Thermostat	Carburetor	Air Cleaner	Ignition System	Generator and Starter Make	Clutch—Type and Make	Gear Set—Make	Universal—Type and Make	Type and Make	Gear Ratio	Foot—Type and Location	Hand—Type and Location	4 Wheel Type (Optional)	Steering Gear—Make	Rear Springs—Type and Length		
74	34x7.30	34x7.30	Ow.....74	6-3/4x5 1/2	33.8	340	I	He.....	Sep. C.I.	Al.....	3	P.F.	Y	Pu.	N	Sch.....	N	Delco	Delco	D.Own.	Ow.....	m-Spi.....	1/2	Ow.....	Var.	E-R	I-R	M*	Cm-Bu	A-K—Atwater Kent
SV	33x6.20	33x6.20	Wia.....Y	6-3/4x5 1/2	27.3	287	I	Ch.....	Int. C.I.	Ch.....	3	P.F.	N	Pu.	N	Ray.....	N	Delco	Delco	D.Own.	W-G.....	m-Uni.....	1/2	Tim.	4.27	E-F	E-T	Ow.....	Ow.....	Ad—Adams
St. 8	33x6.20	33x6.20	Lyc.....4H	8-3/4x4 1/2	33.8	287	I	Ch.....	Sep. C.I.	Ch.....	3	P.F.	N	Pu.	N	Ray.....	N	Delco	Delco	P.B&B.	W-G.....	m-Uni.....	1/2	Tim.	5.11	E-F	E-T	Ow.....	Ow.....	Ad—Adams
TV	33x6.20	33x6.20	Ow.....TV	6-4 1/2x6	48.6	573	L	He.....	Sep. C.I.	Ch.....	4	P.F.	N	Pu.	N	Ray.....	N	Delco	Delco	P.B&B.	B-L.....	m-Spi.....	1/2	Tim.	5.09	E-F	E-T	Ow.....	Ow.....	Ad—Adams
London	128	33x6.20	Con.....8R	6-3/4x4 1/2	27.3	242	L	He.....	Sep. C.I.	Ch.....	4	P.F.	N	Pu.	N	Ray.....	N	Delco	Delco	P.B&B.	W-G.....	m-Spi.....	1/2	Tim.	5.09	E-F	E-T	Ow.....	Ow.....	Ad—Adams
Series A	113	30x5.25	Con.....72	6-3/4x4 1/2	27.3	242	L	He.....	Sep. C.I.	Ch.....	4	P.F.	N	Pu.	N	Mar.....	N	Delco	Delco	P.B&B.	Ow.....	m-Spi.....	1/2	Tim.	4.90	E-F	E-T	Ow.....	Ow.....	Ad—Adams
Nash	121-127	33x6.20	Ow.....261	6-3/4x5 1/2	28.4	279	I	He.....	Int. C.I.	Ch.....	7	P.F.	N	Pu.	N	Mar.....	N	Delco	Delco	P.B&B.	Ow.....	m-Spi.....	1/2	Tim.	4.90	E-F	E-T	Ow.....	Ow.....	Ad—Adams
Advanced	112 1/2	31x5.25	Ow.....231	6-3/4x4 1/2	28.4	279	I	He.....	Int. C.I.	Ch.....	7	P.F.	N	Pu.	N	Mar.....	N	Delco	Delco	P.B&B.	Ow.....	m-Spi.....	1/2	Tim.	4.90	E-F	E-T	Ow.....	Ow.....	Ad—Adams
Special	113	30x5.25	Ow.....OS	6-2 1/2x4 1/2	19.8	185	L	Ch.....	Sep. B..	Ch.....	3	P.C.	N	Pu.	N	Car.....	N	Delco	Delco	P.B&B.	Mun.....	m-Mec.....	1/2	Ow.....	4.90	B-F	E-T	Ow.....	Ow.....	Ad—Adams
Oldsmobile	30	110 1/2	Ow.....30	6-2 1/2x4 1/2	19.6	154	L	Ch.....	Int. C.I.	Ch.....	3	P.C.	N	Pu.	N	Car.....	N	Delco	Delco	P.B&B.	Mun.....	m-Mec.....	1/2	Ow.....	4.90	B-F	E-T	Ow.....	Ow.....	Ad—Adams
Overland	91	110 1/2	Ow.....91	4-3/4x4 1/2	19.6	154	L	Ch.....	Int. C.I.	Ch.....	3	P.C.	N	Pu.	N	Car.....	N	Delco	Delco	P.B&B.	Mun.....	m-Mec.....	1/2	Ow.....	4.90	B-F	E-T	Ow.....	Ow.....	Ad—Adams
Overland	93	112 1/2	Ow.....93	6-3/4x4 1/2	29.4	170	L	Ch.....	Int. C.I.	Ch.....	3	P.C.	N	Pu.	N	Car.....	N	Delco	Delco	P.B&B.	Mun.....	m-Mec.....	1/2	Ow.....	4.90	B-F	E-T	Ow.....	Ow.....	Ad—Adams
Overland	93	112 1/2	Ow.....93	6-3/4x4 1/2	29.4	170	L	Ch.....	Int. C.I.	Ch.....	3	P.C.	N	Pu.	N	Car.....	N	Delco	Delco	P.B&B.	Mun.....	m-Mec.....	1/2	Ow.....	4.90	B-F	E-T	Ow.....	Ow.....	Ad—Adams
Overland	93	112 1/2	Ow.....93	6-3/4x4 1/2	29.4	170	L	Ch.....	Int. C.I.	Ch.....	3	P.C.	N	Pu.	N	Car.....	N	Delco	Delco	P.B&B.	Mun.....	m-Mec.....	1/2	Ow.....	4.90	B-F	E-T	Ow.....	Ow.....	Ad—Adams
Overland	93	112 1/2	Ow.....93	6-3/4x4 1/2	29.4	170	L	Ch.....	Int. C.I.	Ch.....	3	P.C.	N	Pu.	N	Car.....	N	Delco	Delco	P.B&B.	Mun.....	m-Mec.....	1/2	Ow.....	4.90	B-F	E-T	Ow.....	Ow.....	Ad—Adams
Overland	93	112 1/2	Ow.....93	6-3/4x4 1/2	29.4	170	L	Ch.....	Int. C.I.	Ch.....	3	P.C.	N	Pu.	N	Car.....	N	Delco	Delco	P.B&B.	Mun.....	m-Mec.....	1/2	Ow.....	4.90	B-F	E-T	Ow.....	Ow.....	Ad—Adams
Overland	93	112 1/2	Ow.....93	6-3/4x4 1/2	29.4	170	L	Ch.....	Int. C.I.	Ch.....	3	P.C.	N	Pu.	N	Car.....	N	Delco	Delco	P.B&B.	Mun.....	m-Mec.....	1/2	Ow.....	4.90	B-F	E-T	Ow.....	Ow.....	Ad—Adams
Overland	93	112 1/2	Ow.....93	6-3/4x4 1/2	29.4	170	L	Ch.....	Int. C.I.	Ch.....	3	P.C.	N	Pu.	N	Car.....	N	Delco	Delco	P.B&B.	Mun.....	m-Mec.....	1/2	Ow.....	4.90	B-F	E-T	Ow.....	Ow.....	Ad—Adams
Overland	93	112 1/2	Ow.....93	6-3/4x4 1/2	29.4	170	L	Ch.....	Int. C.I.	Ch.....	3	P.C.	N	Pu.	N	Car.....	N	Delco	Delco	P.B&B.	Mun.....	m-Mec.....	1/2	Ow.....	4.90	B-F	E-T	Ow.....	Ow.....	Ad—Adams
Overland	93	112 1/2	Ow.....93	6-3/4x4 1/2	29.4	170	L	Ch.....	Int. C.I.	Ch.....	3	P.C.	N	Pu.	N	Car.....	N	Delco	Delco	P.B&B.	Mun.....	m-Mec.....	1/2	Ow.....	4.90	B-F	E-T	Ow.....	Ow.....	Ad—Adams
Overland	93	112 1/2	Ow.....93	6-3/4x4 1/2	29.4	170	L	Ch.....	Int. C.I.	Ch.....	3	P.C.	N	Pu.	N	Car.....	N	Delco	Delco	P.B&B.	Mun.....	m-Mec.....	1/2	Ow.....	4.90	B-F	E-T	Ow.....	Ow.....	Ad—Adams
Overland	93	112 1/2	Ow.....93	6-3/4x4 1/2	29.4	170	L	Ch.....	Int. C.I.	Ch.....	3	P.C.	N	Pu.	N	Car.....	N	Delco	Delco	P.B&B.	Mun.....	m-Mec.....	1/2	Ow.....	4.90	B-F	E-T	Ow.....	Ow.....	Ad—Adams
Overland	93	112 1/2	Ow.....93	6-3/4x4 1/2	29.4	170	L	Ch.....	Int. C.I.	Ch.....	3	P.C.	N	Pu.	N	Car.....	N	Delco	Delco	P.B&B.	Mun.....	m-Mec.....	1/2	Ow.....	4.90	B-F	E-T	Ow.....	Ow.....	Ad—Adams
Overland	93	112 1/2	Ow.....93	6-3/4x4 1/2	29.4	170	L	Ch.....	Int. C.I.	Ch.....	3	P.C.	N	Pu.	N	Car.....	N	Delco	Delco	P.B&B.	Mun.....	m-Mec.....	1/2	Ow.....	4.90	B-F	E-T	Ow.....	Ow.....	Ad—Adams
Overland	93	112 1/2	Ow.....93	6-3/4x4 1/2	29.4	170	L	Ch.....	Int. C.I.	Ch.....	3	P.C.	N	Pu.	N	Car.....	N	Delco	Delco	P.B&B.	Mun.....	m-Mec.....	1/2	Ow.....	4.90	B-F	E-T	Ow.....	Ow.....	Ad—Adams
Overland	93	112 1/2	Ow.....93	6-3/4x4 1/2	29.4	170	L	Ch.....	Int. C.I.	Ch.....	3	P.C.	N	Pu.	N	Car.....	N	Delco	Delco	P.B&B.	Mun.....	m-Mec.....	1/2	Ow.....	4.90	B-F	E-T	Ow.....	Ow.....	Ad—Adams
Overland	93	112 1/2	Ow.....93	6-3/4x4 1/2	29.4	170	L	Ch.....	Int. C.I.	Ch.....	3	P.C.	N	Pu.	N	Car.....	N	Delco	Delco	P.B&B.	Mun.....	m-Mec.....	1/2	Ow.....	4.90	B-F	E-T	Ow.....	Ow.....	Ad—Adams
Overland	93	112 1/2	Ow.....93	6-3/4x4 1/2	29.4	170	L	Ch.....	Int. C.I.	Ch.....	3	P.C.	N	Pu.	N	Car.....	N	Delco	Delco	P.B&B.	Mun.....	m-Mec.....	1/2	Ow.....	4.90	B-F	E-T	Ow.....	Ow.....	Ad—Adams
Overland	93	112 1/2	Ow.....93	6-3/4x4 1/2	29.4	170	L	Ch.....	Int. C.I.	Ch.....	3	P.C.	N	Pu.	N	Car.....	N	Delco	Delco	P.B&B.	Mun.....	m-Mec.....	1/2	Ow.....	4.90	B-F	E-T	Ow.....	Ow.....	Ad—Adams
Overland	93	112 1/2	Ow.....93	6-3/4x4 1/2	29.4	170	L	Ch.....	Int. C.I.	Ch.....	3	P.C.	N	Pu.	N	Car.....	N	Delco	Delco	P.B&B.	Mun.....	m-Mec.....	1/2	Ow.....	4.90	B-F	E-T	Ow.....	Ow.....	Ad—Adams
Overland	93	112 1/2	Ow.....93	6-3/4x4 1/2	29.4	170	L	Ch.....	Int. C.I.	Ch.....	3	P.C.	N	Pu.	N	Car.....	N	Delco	Delco	P.B&B.	Mun.....	m-Mec.....	1/2	Ow.....	4.90	B-F	E-T	Ow.....	Ow.....	Ad—Adams
Overland	93	112 1/2	Ow.....93	6-3/4x4 1/2	29.4	170	L	Ch.....	Int. C.I.	Ch.....	3	P.C.	N	Pu.	N	Car.....	N	Delco	Delco	P.B&B.	Mun.....	m-Mec.....	1/2	Ow.....	4.90	B-F	E-T	Ow.....	Ow.....	Ad—Adams
Overland	93	112 1/2	Ow.....93	6-3/4x4 1/2	29.4	170	L	Ch.....	Int. C.I.	Ch.....	3	P.C.	N	Pu.	N	Car.....	N	Delco	Delco	P.B&B.	Mun.....	m-Mec.....	1/2	Ow.....	4.90	B-F	E-T	Ow.....	Ow.....	Ad—Adams
Overland	93	112 1/2	Ow.....93	6-3/4x4 1/2	29.4	170	L	Ch.....	Int. C.I.	Ch.....	3	P.C.	N	Pu.	N	Car.....	N	Delco	Delco	P.B&B.	Mun.....	m-Mec.....	1/2	Ow.....	4.90	B-F	E-T	Ow.....	Ow.....	Ad—Adams
Overland	93	112 1/2	Ow.....93	6-3/4x4 1/2	29.4	170	L	Ch.....	Int. C.I.	Ch.....	3	P.C.	N	Pu.	N	Car.....	N	Delco	Delco	P.B&B.	Mun.....	m-Mec.....	1/2	Ow.....	4.90	B-F	E-T	Ow.....	Ow.....	Ad—Adams
Overland	93	112 1/2	Ow.....93	6-3/4x4 1/2	29.4	170	L	Ch.....	Int. C.I.	Ch.....	3	P.C.	N	Pu.	N	Car.....	N	Delco	Delco	P.B&B.	Mun.....	m-Mec.....	1/2	Ow.....	4.90	B-F	E-T	Ow.....	Ow.....	Ad—Adams
Overland	93	112 1/2	Ow.....93	6-3/4x4 1/2	29.4	170	L	Ch.....	Int. C.I.	Ch.....	3	P.C.	N	Pu.	N	Car.....	N	Delco	Delco	P.B&B.	Mun.....	m-Mec.....	1/2	Ow.....	4.90	B-F	E-T	Ow.....	Ow.....	Ad—Adams
Overland	93	112 1/2	Ow.....93	6-3/4x4 1/2	29.4	170	L	Ch.....	Int. C.I.	Ch.....	3	P.C.	N	Pu.	N	Car.....	N	Delco	Delco	P.B&B.	Mun.....	m-Mec.....	1/2	Ow.....	4.90	B-F	E-T	Ow.....	Ow.....	Ad—Adams
Overland	93	112 1/2	Ow.....93	6-3/4x4 1/2	29.4	170	L	Ch.....	Int. C.I.	Ch.....	3	P.C.	N	Pu.	N	Car.....	N	Delco	Delco	P.B&B.	Mun.....	m-Mec.....	1/2	Ow.....	4.90	B-F	E-T	Ow.....	Ow.....	Ad—Adams
Overland	93	112 1/2	Ow.....93	6-3/4x4 1/2	29.4	170	L	Ch.....	Int. C.I.	Ch.....	3	P.C.	N	Pu.	N	Car.....	N	Delco	Delco	P.B&B.	Mun.....	m-Mec.....	1/2	Ow.....	4.90	B-F	E-T	Ow.....	Ow.....	Ad—Adams
Overland	93	112 1/2	Ow.....93	6-3/4x4 1/2	29.4	170	L	Ch.....	Int. C.I.	Ch.....	3	P.C.	N	Pu.	N	Car.....	N	Delco	Delco	P.B&B.	Mun.....	m-Mec.....	1/2	Ow.....	4.90	B-F	E-T	Ow.....	Ow.....	Ad—Adams



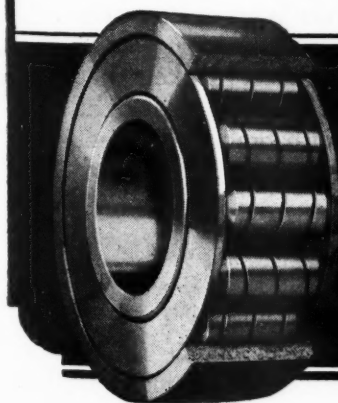
Leading Manufacturers Equip Their Transmissions With Hyatt Bearings

Eight Advantages of Hyatt Roller Bearings for Transmissions:

1. Quietness, due to dampening of gear noise.
2. Maintenance of quietness, due to minimum wear.
3. Ease of assembly.
4. Uniform production output.
5. Elimination of extra locking and adjusting parts.
6. Elimination of threading of shafts.
7. Positive lubrication of all parts.
8. Permanence, due to durability.

because they have learned by experience that Hyatt quality can be depended upon for uniformly efficient performance, with its resulting good will of dealers and owners. They appreciate too, the simplified production operations and reduced costs.

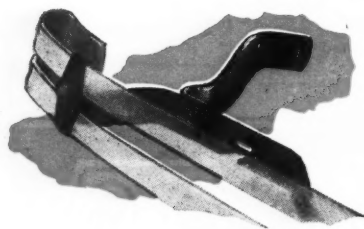
HYATT ROLLER BEARING COMPANY
NEWARK DETROIT CHICAGO SAN FRANCISCO
Worcester Philadelphia Charlotte Pittsburgh Cleveland



HYATT

QUIET ROLLER BEARINGS

STEWART



Brackets of Steel

A Bumper is only as strong as its bracket. Stewart-Warner Bumpers have STEEL brackets—that will not break—that hold their ground in every emergency. Beware of bumpers with cast-iron brackets that may snap off at the slightest bump. 70% of the value of a car is right up in front. Stewart-Warner Safety Bumpers with brackets of steel and double or triple cross bars, the *full width* of the car, give 100% protection to the vital parts of the car.

T W E L V E M I L L I O N P E O P L E A R E T O D A Y
U S I N G S T E W A R T - W A R N E R P R O D U C T S

WARNER



Are You Blinded by Glaring Discounts?

You know that when you're blinded, you cannot make satisfactory progress.

If you don't think that "glaring discounts" will blind you, listen to this:—

Car dealers prize the agency for the particular car they represent because there's a demand for that car.

They wouldn't think of changing the car they have for an unknown car just because the discounts were greater.

It's the SALEABILITY of a product that counts.

Neither can you make the best of your opportunity if you handle unknown lines of accessories because they offer "glaring discounts."

You can't count your profits until the goods are sold.

Stewart-Warner Accessories have something far better than "glaring discounts" to offer.

It is SALEABILITY—that makes profits—and SATISFACTION that creates good-will for you.

May we hear from you?

STEWART-WARNER SPEEDOMETER CORPORATION
1826 DIVERSEY PARKWAY, CHICAGO, ILL.



Framed Certificate for Wall or Window—

Stewart-Warner Blue Ribbon Dealerships are becoming more valuable every day. To let the public know that you are a Stewart-Warner dealer is to reap the sales advantage of this name known to every car owner in your community. The Stewart-Warner Service Station nearest you will tell you about this certificate and metal sign or you may write direct to us.

See Chilton Automobile Directory (Yellow Book) for address of Service Station nearest you.



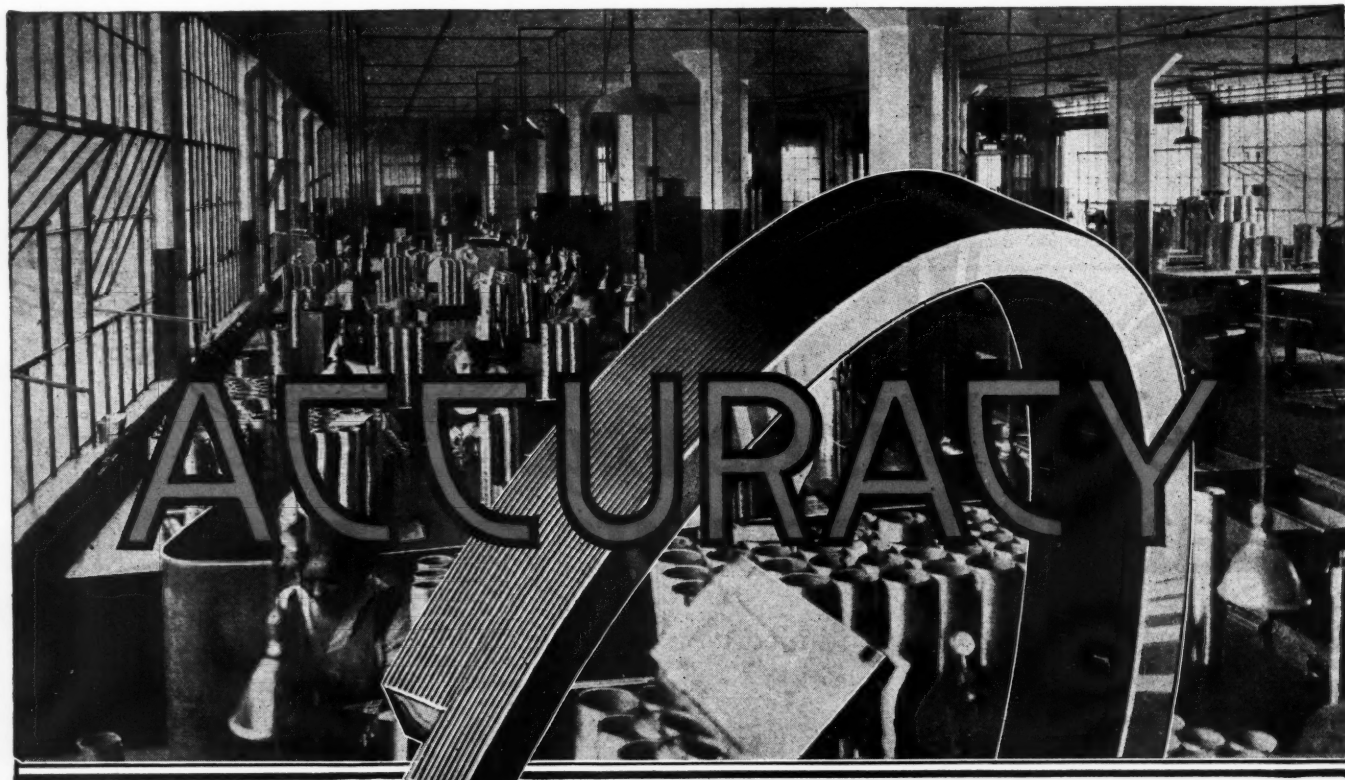
BUMPERS
SHOCK ABSORBERS
SPEEDOMETERS

SPOTLIGHTS
ELECTRIC WINDSHIELD
CLEANERS

HEATERS
REAR VISION
MIRRORS

VACUUM TANKS
ELECTRIC HORNS
REAR FENDER GUARDS

MATCHED-
UNIT
RADIO



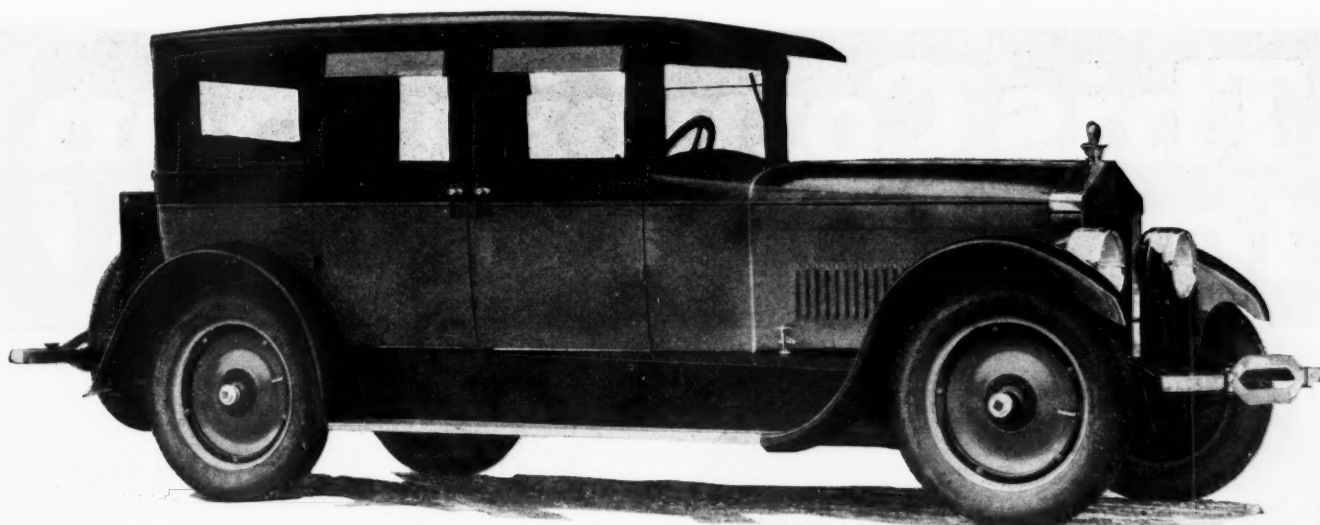
QUALITY Brand PISTON RINGS

All oversizes are clearly stamped in each ring, and every QUALITY Brand Ring is finished to the highest degree of practical accuracy.

The purchaser need not recheck with micrometer or gauge. The stamped trade name and oversize guarantees the ring has passed all of our various rigid inspections including a final rechecking inspection in the Department shown above.

This dependable QUALITY marking on each ring insures quick and positive identification and simplifies stock handling.

The Piston
RING COMPANY
Muskegon, Michigan



and now

The ROAMER

America's Smartest Car
Announces—

A New Powerful Straight Eight

80 Horsepower, 128 In. Wheelbase

(Not a Light Eight in any sense of the word)

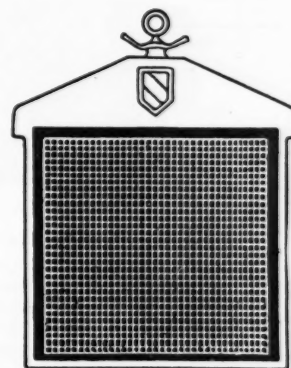
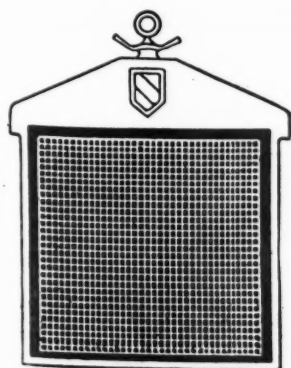
Three big roomy body styles—five-passenger sedan, two-passenger coupe, two-passenger sport roadster. All mounted on the typical low hung Roamer chassis, and the best part of the story is that

All Models List Under \$2,000.00

Very liberal proposition and discount to distributors and dealers. Write or wire for our proposition today; tomorrow may be too late.

ROAMER MOTORS

Kalamazoo, Michigan



This Combination for MORE SALES!



New Improved Fulton Accelerator

FORD owners buy this handsome new-design accelerator on sight. Foot-piece is actual Fulton (Perfection) Pedal Pad—live, black rubber on nickeled pedal. Installed 5 inches to right of brake — for greater safety. Can be installed in a few minutes. Simple, positive operation — direct action to carburetor. National advertising will move them fast for you.

Price, only \$1.00

Fulton (Perfection) Pedal Pads

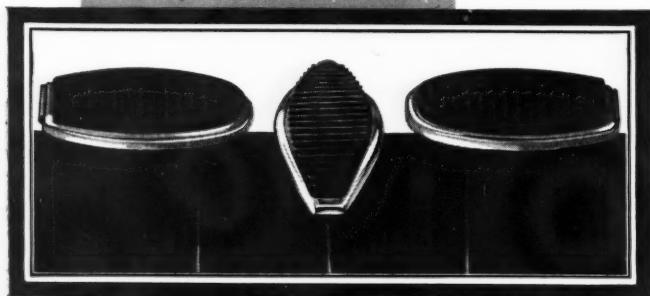
For safety and comfort, these neat, practical pedal pads appeal to every Ford owner. Thick, lively rubber, firmly encased in nickel frame. Attach in a jiffy. A big seller.

For Fords— type D-26 (fit 1926 models) set of 3, \$1.00. Type DX (for Fords previous to 1926, set of 3, \$1.00). For other cars, set of 2, \$1.00.

Make TWO Sales Instead of One!

The new, improved Fulton Accelerator at \$1.00, and a set of Fulton (Perfection) Pedal Pads at \$1.00, make one of the biggest \$2 values a Ford owner can buy. A wonderful combination for the customer—a good profit for the dealer. Sell them both together and make two profits instead of one. One helps sell the other. Try it and see.

THE FULTON COMPANY, 732 75th Avenue, MILWAUKEE, WIS.



This Demonstrator Sells 'em

Attractive stand equipped with new, improved Fulton Accelerator and Type D-26 Fulton (Perfection) Pedal Pad—free to dealers with reasonable order. Put one on your counter and watch it attract Ford owners. Ask your jobber's salesman.

FUL

More National Advertising than ever in 1926

THROUGHOUT 1926, the Fulton Aermore Horn and other Fulton products will be advertised more than ever. More ads and larger ads (many of them full pages) in *The Saturday Evening Post*!

Millions of motorists already know the Fulton Aermore as "The Horn that Opens the Road". Its clear, bell tones pierce the din of noisy traffic; its musical, organ-toned command is so different—so distinctive—that motorists everywhere know it as "the Signal with a Smile".

Five Sizes: price complete with Valve and Hand Control.

Ford Special, 13 in. length	\$ 7
No. 1 15 in. length, for small cars	10
No. 0 17 in. length, for medium cars	12
No. 00 22 in. length, for large cars	14
No. 000 Extra deep tone Motor Bus Special	16

(Specify make and model of car when ordering)

This Demonstrator— A Money-Maker for You

You should have this sales-maker in your store. It lets the customer sound the Aermore himself—completely demonstrates it. Supplied to live dealers without cost. Ask your Jobber how you can get one, or write us.



THE FULTON COMPANY, 732 75th Avenue, MILWAUKEE, WIS.

FULTON

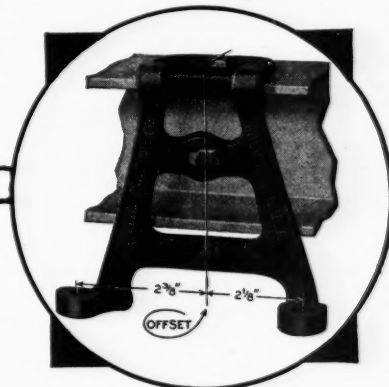


No Job Too Tough
for this Wrench



Fulton Copper-head Wrench—made especially for garages, tire shops, service stations, etc. High carbon steel socket head turns easily, quickly and holds rigidly. The 4 sockets take all ordinary sizes of rim nuts. Leverage can be tripled by simple turn of handle. No. 4100, price \$3.50.

Hudson's Model B Crank Case Repair Arm



Less labor to install. More profit for you. Better-satisfied customers. Fits perfectly either side of any Ford crank case without drilling, filing or forcing. Holds motor in its original alignment.

This Year, Next Year Motor World

The only objection I have is that I have to stop and read it just as soon as it comes in, because after it leaves my desk I never see it again. I read it all and like it.

C. E. Knowles,
Sioux City Iron Co., Sioux City, Ia.

* * * is of greater interest than any publication coming to our office.

J. P. Cronin,
The P. J. Cronin Co., Seattle.

* * * a very fine publication and glad to recommend it.

W. A. Creelman, P. A.
Weinstock-Nichols Co., San Francisco.

* * * the only trade publication we read from cover to cover.

F. J. Walpole,
Southern Minnesota Supply Co., Mankato, Minn.

* * * a very convenient form of reference guide. Descriptive matter regarding new goods is very instructive.

J. G. Taylor,
Northern Hardware & Supply Co.,
Menominee, Mich.

I don't think you have many readers who get as much out of Motor World Wholesale as I do.

Chas. H. Hannum,
Motor Parts Sales & Service Co., Altoona, Pa.

* * * and have had occasion to do business with some of your advertisers whose lines were practically unknown to us until we saw them in Motor World Wholesale.

G. Earl Koch,
Auto & Aero Supply Co., Cincinnati.

* * * the writer goes through it thoroughly and enjoys it very much.

Benj. M. Ratner,
Air-Land Motor Supply Co., Greensburg, Pa.

We handle specialty equipment lines and like to keep in touch with new devices. Therefore your advertising columns are of much interest to us.

W. J. Maguire,
H. D. Schroeder & Co., San Francisco.

* * * it will always be one of the leading papers in the industry.

E. T. Ball,
Joseph Strauss Company, Buffalo.

* * * all of the information in your publication is constructive and in every way rendering a satisfactory service.

S. Sherr,
Miller Auto Supply Co., New York City.

* * * is very useful and almost indispensable to us.

Ralph L. Krohn,
Genessee Auto Supply Co., Utica, N. Y.

* * * and we really believe that every jobber is more than pleased with your publication.

J. C. Tingvold,
Auto Specialty Mfg. Co., Eau Claire, Wis.

* * * all of our salesmen, as well as department managers and executives look forward to the coming of each issue.

T. H. Deardorff,
Toledo Rubber Co., Toledo.

* * * enabling us to keep right up to the minute with all automotive devices and accessories.

A. Davy,
Hunt & Mottet Co., Tacoma, Wash.

* * * the only magazine we can get our traveling men to read regularly—which certainly speaks for itself.

J. A. Ralston,
E. E. Hunter, Inc., Middletown, N. Y.

* * * is so good throughout that I find it hard to pick out a particular part that is better than another. It is 100 per cent.

W. H. Ramsey,
Vermont Hardware Co., Burlington, Vt.

Motor World Wholesale is read with interest by the executives of this corporation.

E. C. Walling,
Ballou & Wright, Seattle.

EDITORIAL merit and reader interest are the predominant factors which make for business paper success.

Motor World Wholesale has both—and a subscriber list that comprehends the consequential wholesalers of the automotive industry—a list that is growing stronger week by week.

Evidence is increasing to show that the wholesaling element—jobbers, jobbers' salesmen and department executives, distributors and their wholesale salesmen—are mightily pleased to have a paper, conducted along ethical publishing lines, that is designed and edited for them, and for them only.

Important also is the fact that our more than 13,000 subscribers, composing the really worth-while elements of the wholesale field, do *not* receive Motor World Wholesale via the free route—sent them whether they want it or not.

On these pages we quote excerpts from a few of the letters received recently from individ-

* * * We find Motor World Wholesale very helpful.

J. M. McClure,
Minneapolis Iron Store Co.,
Minneapolis, Minn.

* * * place a copy of each issue in the hands of each salesman in our Auto Accessory Department.

B. L. Sylar,
James Supply Co., Chattanooga

* * * the best publication for which we subscribe. * * * splendidly edited.

B. W. Sebald,
American Wholesale Corp., Baltimore.

* * * and we have placed quite a few orders with Eastern manufacturers for new articles that were advertised in your magazine. Would feel it a loss if we did not receive it regularly.

W. P. Jones,
The Jones Auto Supply Co., Oakland, Calif.

If you will continue to cover the various phases of wholesaling as you have in the past, there is no doubt about your magazine being a wonderful success.

C. F. Wright,
Ballou & Wright, Portland, Ore.

Our store and traveling salesmen read your magazine regularly and we feel that they derive a great deal of benefit as a result.

J. J. Altman,
Cameron & Barkley Co., Charleston, S. C.

* * * not only interesting, but helpful in our business.

Paul S. Cox,
John S. Cox & Son, Terre Haute, Ind.

* * * you are doing a real service to the industry in publishing Motor World Wholesale.

Theo. Bass,
National Supply Co., Peoria, Ill.

In our estimation it is the only book covering every angle of our trade. A fellow can hardly keep up with the times in this business without Motor World Wholesale.

Perry & Sherman, Inc.,
Utica, N. Y.

* * * it also saves a lot of time.

H. Grover,
Grover Auto Supply Co., Rice Lake, Wis.

With this publication we have been helped mostly by the articles on the rubber situation.

J. F. Kedian,
Kedian Auto Supply Co., Inc.,
Brockton, Mass.

Am only sorry it was not published at an earlier date. The service you are rendering can hardly be estimated by dollars and cents over the monthly publication.

H. M. Sines,
Pennsylvania Rubber & Supply Co., Cincinnati.

* * * you are doing your job in a big, broad and satisfying way.

Frank Quan,
Fred Campbell Auto Supply Co., St. Louis.

* * * advertisers are of the best class and are helpful to buyers, especially your replacement parts section, which we believe in the future is going to be an important factor in our business success.

C. V. Hammond,
McHugh-Keys Co., Steubenville, Ohio.

* * * keeps the buyer in touch with all the latest new items of the automotive trade.

F. T. Rissler,
The Allen Auto Supply Co., Inc., Gallion, Ohio.

* * * we are very much pleased to be a subscriber to your magazine which keeps us posted on the progress of the industry.

F. J. Matush,
Frank Matush Auto Supply Co., Temple, Tex.

* * * we like Motor World Wholesale very much. It keeps us fully informed on the trade in all phases, also market trends, etc.

W. M. Padgett,
Southwick Automotive Supply Co., Topeka.

I have cut out three other publications because you give all the news and most of the features which can be found in other papers.

J. A. Tannenbaum,
American Auto Supply Company, Inc.,
Scranton, Pa.

Next Year—and Thereafter Motor World Wholesale

... are receiving copies of Motor World Wholesale for our salesmen, as well as our department heads, and have found this publication to be of exceptional value. Our salesmen look forward for a copy each week.

H. D. Sims,
The J. H. & F. A. Sells Co., Columbia, Ohio.

It is distributed to our salesmen every week. They all report deriving much benefit from both editorial and advertisement sections.

C. H. Lydamore,
Walters Rubber Company, Inc., Mincola, L. I.

This magazine is very interesting to us and a publication of great benefit to the automotive industry.

R. F. Johnson,
Automobile Supply Co., Wilmington, N. C.

Our buyers, sales manager and salesmen all read Motor World Wholesale.

Geo. B. Meyer,
Jos. F. Meyer Co., Houston, Texas

... each week one copy goes to the desk of the president, another to the credit department, one to the purchasing agent and in addition several of our salesmen receive this publication. Frequently articles of special interest are read to our force at our sales meetings. Am sure that M. W. W. is read more thoroughly and more religiously by the members of our organization than any other paper.

Wilfred Ellis,
Boylans, Inc., Raleigh, N. C.

Your charts have enabled us to reduce stock on certain items which were shown as slow movers and replace with others on which the turnover is good. Benefit derived from this department is almost beyond calculation.

G. B. Allen,
Motor Supply Co., Chattanooga.

At the present time every one connected with the sales force is taking Motor World Wholesale, which in itself should be very good evidence that your publication is very well thought of. It is the most interesting and valuable publication we receive.

C. A. Peace,
Motor Hardware & Equipment Co., San Diego, Calif.

The writer regards your publication as one of the very best. ... covers the whole field probably more thoroughly than any other publication.

Fred W. Johnson,
Seattle Hardware Co., Seattle, Wash.

Particularly like articles by other business men and salesmen showing how they have had success.

A. E. Reed,
J. C. Read & Bros. Co., Ogden, Utah.

... consider this publication one of the best and most instructive that comes to our house.

A. M. Cronin,
The P. J. Cronin Co., Portland, Ore.

Motor World Wholesale is so generally good that we cannot criticize.

L. J. Fielding,
Sheridan Auto Supply Co., Chicago, Ill.

We keep a copy of Motor World Wholesale before us at all times as the specification lists are of great assistance. You also carry a great many advertisements on new items which we read with great interest.

L. H. Morrill,
Harper & McIntire Co., Ottumwa, Ia.

It is good from cover to cover and we follow it from week to week—unusually instructive and interesting.

W. E. Foskett,
Albany Hardware & Iron Co., Albany.

Several of our salesmen are subscribers in addition to ourselves.

H. J. Rowerdink,
W. H. Rowerdink & Son, Rochester, N. Y.

... read here every week and we consider it one of the most necessary trade papers we have ever read. It helps us in so many ways.

J. R. Burgamy,
The Burgamy Automotive Parts Co., Cincinnati.

... the real journal of the wholesale trade. Keep on as you are and the developments will come of themselves.

W. A. White,
Orr Iron Co., Evansville, Ind.

uals and corporations who represent the strength of that link in the distributing chain which binds manufacturer and retailer.

Look at the names! How many of these wholesalers are your customers?

How many were your customers a year ago?

How many will be your customers a year from now?

Of the thousands of wholesale salesmen who cover all territories, how many know your product, and how many, thru the favorable impression of your product, are building goodwill for your company?

The wholesale salesmen of the country are a power worthy of your constant and best attention. They are true merchandising evangelists.

With the industry's wholesalers and their thousands of salesmen Motor World Wholesale can render you a big and important service—*this year, next year, and thereafter.*

Salesmen and myself refer to it constantly for various items of information.
Jacob Muller,
Brooklyn.

The first item of importance to us in Motor World Wholesale is the advertising; second, statistical information; third, news; fourth, special articles.

J. J. McCarthy, Jr.,
McCarthy Bros., Inc., Philadelphia.

Motor World is just 105 per cent.
Buchan Auto Supply Co.,
Mansfield, Ohio.

... we are very much pleased with the present arrangement of the departments and cannot make a single criticism.

G. L. Brown,
The Johnstown Automobile Co., Johnstown, Pa.

... an asset to our business. From each issue we get something that proves a distinct value to us in our business.

Wm. P. Butt,
Chesapeake Auto Supply Co., Norfolk, Va.

I read Motor World Wholesale every week as do our store managers and all outside salesmen.

L. V. Good,
General Automotive Supply Co., Harrisburg, Pa.

... have secured many profitable lines through its advertising.

H. R. Rosen,
Franklin Auto Supply Co., Providence, R. I.

... also helpful in getting information relative to new merchandise.

Walter G. Thompson,
Altoona, Pa.

... as a matter of fact it is the only magazine of this type that we subscribe for. Unable to see where it could be better arranged.

R. H. Siring,
Alling Rubber Co., Poughkeepsie, N. Y.

... always make it my business to read thoroughly every issue of Motor World Wholesale.

T. B. O'Neill,
Martin-Evans Co., Brooklyn, N. Y.

Motor World Wholesale is read by every member of our organization and is very helpful in many ways. Keep it up.

Schaeffer Bros. Auto Supply Co.,
Columbus, Ohio.

Should be lost if I did not have the pleasure of reading everything contained between its covers.

H. J. Thomas,
Cummings Bros., Flint, Mich.

You are doing a good job.
Bliss-Mize & Silliman Hdwe. Co.,
Atchison, Kans.

In addition to our salesmen receiving this publication, it is also received by all executives of our organization. It is a benefit to all of us.

R. H. Prinz,
The Cooper Corp., Cincinnati.

... always glad to get the latest issue.

Wm. M. Weber,

Chicago Automobile Supply House, Chicago. Motor World Wholesale is one of the few we subscribe for.

S. G. Follstad,
F. & M. Automotive Equipment Co., Everett, Wash.

... we appreciate Motor World Wholesale very much as well as other Chilton publications.

E. J. Norris,
E. J. Norris Co., Inc., Rapid City, N. D.

If it were a question of all other magazines or Motor World Wholesale, the writer would say the latter.

E. F. Austin,
H. D. Taylor Co., Buffalo.

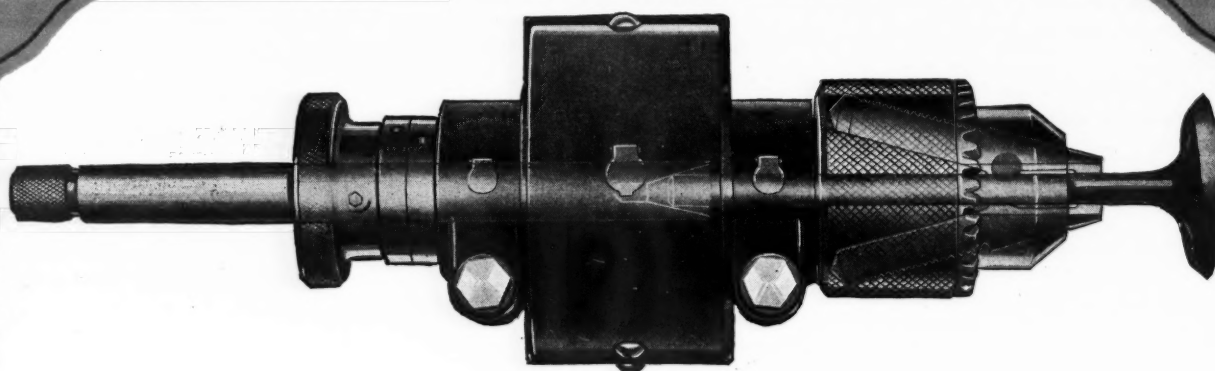
The writer, our buyer and every member of our sales force receive and read Motor World Wholesale. ... the only paper the writer reads during the quiet of his evenings.

R. Laurence Trant,
Norfolk Motor Equipment Corp., Norfolk, Va.

It gives our salesmen more fire and determination than anything else coming to us through the mails.

J. S. Wingo,
J. S. Wingo & Co., Spartansburg, S. C.

VALVE FACE GRINDING MACHINE



Accuracy Guaranteed Within .001

THE perfected chucking system in the Sioux Valve Face Grinding Machine assures a job as accurate as it is possible for human skill and engineering knowledge to make it.

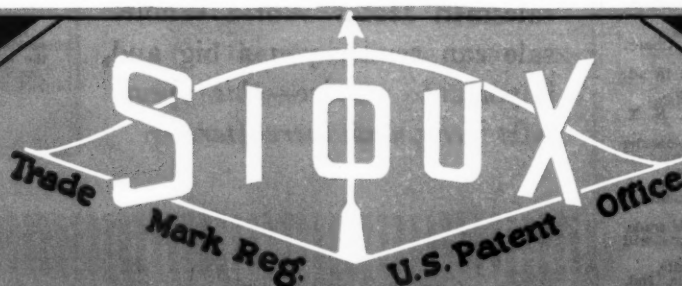
The valve stem is gripped at the best part—just **above** the worn surface—the **only proper place** to chuck a valve so that its face can be ground in proper relation to the valve stem guide hole in the motor. The chuck is hardened and has six points of contact—two points on each of three jaws. The jaws are relieved in center and, for accuracy, are internally ground after assembly.

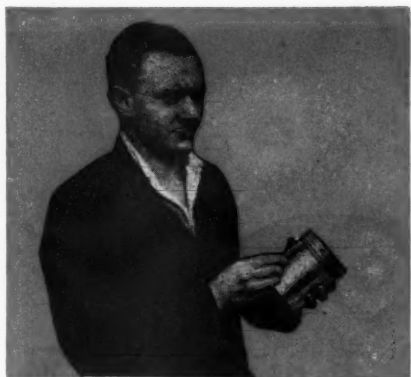
The floating aligner, with its cone-shaped center, aligns the valve and also serves as a stop, holding the valve stem rigidly centered in the chuck. It is adjustable for valve stems of different lengths.

Before you buy any valve face grinding machine get a demonstration of the "Sioux".

Your Jobber Sells It

ALBERTSON & CO., SIOUX CITY, IA.





Talk the Gill Combination

*and practically double
your profit on each
6 cylinder job*

Instead of doing the ordinary thing and making the ordinary profit—use your natural sales ability—and practically **DOUBLE** your profit.

Three minutes talking the Gill Combination makes you a profit of \$3.20. If you install 18 ordinary rings you make only \$1.80. There's no easier way to increase profits.

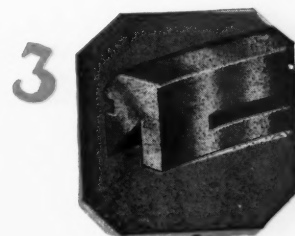
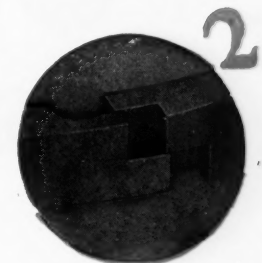
Time spent selling brings in bigger profits; more than can be made down on your back under a car.

Will you accept our Free Gill Wall-Chart of Piston-Ring Sizes? Invaluable to you. Send your name. **THE GILL MANUFACTURING CO.**, 8300 South Chicago Ave., CHICAGO, ILL



TWENTY MINUTES with this little booklet will show you the knack of selling piston rings. Everybody's reading it. Send for yours. It's free.

The **Gill**
Combination



The Economy Oil Ring



**60%
conspicuous**

■The INDIA Dealer holds an enviable position in the retail tire field.

Strict adherence to quality and certain exclusive features of design such as the Gum Weld Cushion, make INDIA Tires stand out emphatically in mileage records and have resulted in more than 60% of INDIA production being taken by bus and commercial car owners.

That business is so conspicuous that INDIA has become the most favorably talked about heavy duty tire in America.

The INDIA Dealer gets full advantage of this in a protected territory. And—INDIA builds another factory—so a larger number of dealers can be served.

It will pay you too—to get INDIA-WISE—and wire.

**INDIA
TIRES**

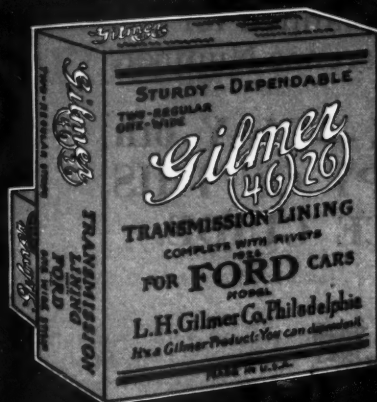
INDIA TIRE & RUBBER CO., AKRON, OHIO.

Gilmer

Makers of the World's Best Known Fan Belts



Van Says:
"Gilmer
is a good
name to
tie up to!"



To begin with—

They are GOOD Products!

THEY are made to *endure* by a combination of long experience, competent engineers, close co-operation with car manufacturers, perfect machinery and flawless materials.

Now, when you consider that the name, *Gilmer*, is known all over the world

—and that the products are packaged individually and distinctively, being neat and convenient

—and that dealers can obtain without cost a really practical display cabinet

—and that back of *Gilmer Products* there is a sales policy of dealer protection

—is it any wonder that it's a line that dealers like to handle—and keep on handling—turning it over and over many times a year?

Ask your jobber about that
free fan-belt cabinet!

L. H. GILMER CO., Tacony, Philadelphia, Pa.



The Gilmer Line Includes:

Super-Service Moulded Rubber Fan Belts, Flat and "V" Type, for Passenger Cars—Trucks—Busses.
Tire and Luggage Straps.

"46" Transmission Lining for Ford Cars ("46" for pre-1926 models — "46-26" for 1926 series).
Radiator and Hood Lace.

NOW IN PREPARATION!

The Annual
Sales and Service Reference Number
of

MOTOR AGE

Will be published

May 6, 1926

This big special issue of MOTOR AGE will contain an immense volume of merchandising and maintenance information of value to car dealers, accessory dealers, repair shop proprietors, garage men, and all other automotive merchants.

The first Sales and Service Reference Number of MOTOR AGE was published April 30, 1925. It met with immediate appreciation from automotive merchants throughout the United States. That issue contained a complete Flat Rate Manual giving prices on nearly 300 operations on 40 makes of cars.

The May 6, 1926 issue will contain among other features, a revised Flat Rate Manual listing upwards of 10,000 service and maintenance operations.

Many new and valuable features are planned for the coming issue of the Sales and Service Reference Number.

**MAKE A NOTE OF THE DATE — MAY 6th
BE SURE YOU GET YOUR COPY OF THIS
COMPREHENSIVE REFERENCE GUIDE.**

MOTOR AGE

5 SO. WABASH AVE., CHICAGO, ILL.

The well posted dealer concentrates his sales efforts on AC products.



He knows that the foremost automotive engineers specify AC products as standard equipment for the very good reason that they perform best. That is the reason for their assured market. Backed by strong advertising, they are sold to motorists without sales resistance. They carry a good margin of profit.

AC-SPHINX
Birmingham
ENGLAND

AC Spark Plug Company, FLINT, Michigan
Makers of AC Spark Plugs—AC Speedometers—AC Air Cleaners

AC-OLEO
Levallois-Perret
FRANCE

AC SPARK PLUGS

THE new AC Spark Plug marks the greatest advance made in spark plug construction in years.

A new design, a new alloy for sparking points, a new electrically fused Kyanite insulator core and a new glaze—in a type and size for every motor.

For Fords there is the famous AC 075, embodying the above improvements as well as many other special features—and it is now made in both one- and two-piece design.

AC SPEEDOMETERS

THE AC Speedometer for Fords is of the same high quality as furnished for original factory equipment to the manufacturers of Buick, Cadillac, Chandler, Chevrolet, Chrysler, Gray, Oakland, Oldsmobile, Peerless, Pontiac and GMC Trucks.

There is no swivel joint between the front wheel and the instrument—it drives direct—exclusively an AC feature, insuring continuously satisfactory service.

Packed complete with all installation attachments, easily mounted and reasonably priced.

AC AIR CLEANERS

THE AC Air Cleaner prevents dust from entering the motor through the air intake of the carburetor, thereby eliminating excessive wear on the motor's moving parts.

Original factory equipment on Buick, Davis, Locomobile "Jr. 8", Oakland, Nash, Stutz and Willys-Knight "6"—Models available for installation on Chevrolet, Chrysler 4, Dodge Brothers, Ford, Maxwell, Oldsmobile, Star, Studebaker, as well as the 1925 and earlier models of Buick, Nash and Oakland.

Packed complete with all installation attachments, easily mounted and reasonably priced.

R.I.V. Ball Bearings



A Proposition With a Profit

Increase your profit on ball bearing sales to a *living margin*. Give your service station and fleet-owner customers real, high-quality, exceptionally durable bearings that build up *your business* by the excellent service they give.

R.I.V. ball bearings create *permanent* customers. We give our distributors a proposition which cannot be matched when *price, quality and delivery* are considered.

Our Distributor Proposition is the "plum" of 1926. If you do a substantial ball-bearing business, we invite you to write for it.



Broadway at 57th Street,
New York City

Branches at Detroit and San Francisco

26
s a v i n g



B O S C H

Here's the Shock Absorber you can handle with maximum profit on a minimum investment -- no special types are needed -- no slow sellers. It saves you money, time and shelf space. Every Bosch Shock Absorber installation assures car maintenance economy as well as riding comfort. Easily adjustable for balloon or high pressure tires and adaptable to all types of cars. Moderately priced, advertised and backed by the Bosch Guarantee.

For Fords—(3-point Control Set) Complete \$16.50 per set.
Medium Cars \$15.00 per pair. Heavy Cars \$20.00 per pair.



**SHOCK
ABSORBER**

BOSCH makes



1—Counter Card

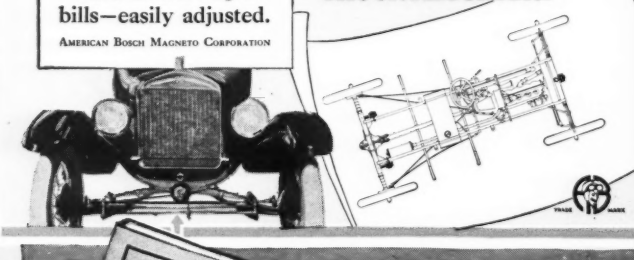
2—Consumer Advertisement

Makes all Fords better Fords!

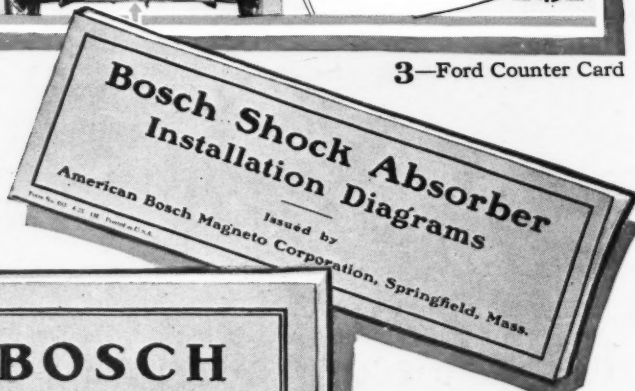
Makes Fords ride like big cars—keeps them new, free from rattles—cuts down repair bills—easily adjusted.

AMERICAN BOSCH MAGNETO CORPORATION

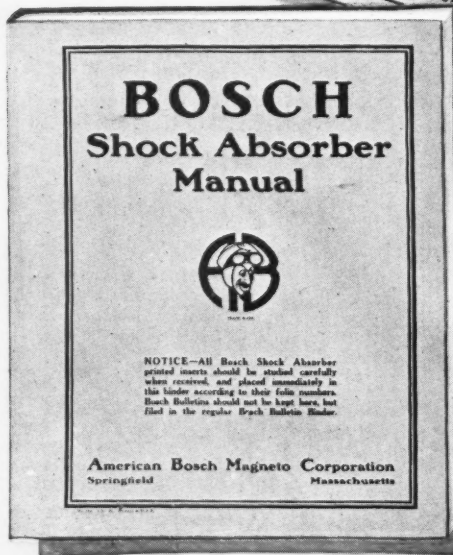
only \$16.50 for 3-POINT CONTROL set of BOSCH SHOCK ABSORBERS



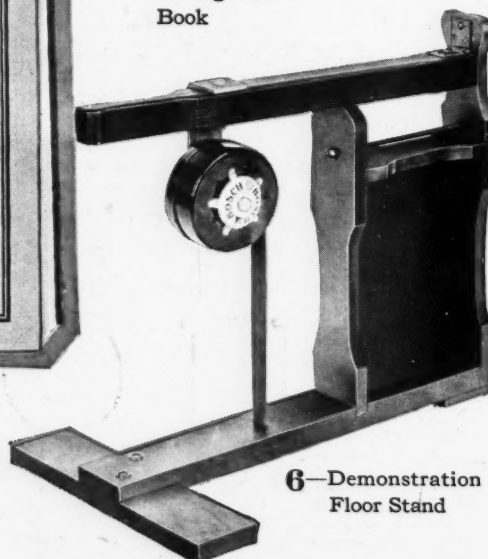
3—Ford Counter Card



4—Installation Diagram Book



5—Service Manual



6—Demonstration Floor Stand



Cooperation is the keynote of all Bosch Dealer relations. Those who sell Bosch Shock Absorbers are instructed and assisted by Bosch Representatives, and receive a variety of sales and service helps.

Bosch Displays and Signs allow a close "tie-up" to the Bosch National, Farm and Trade Advertising Campaigns, which are always on the job in leading publications.

Bosch installations are made easy and simple by Bosch instruction books and diagrams.

Here is some of the new ammunition at your disposal.

- 1—Counter Card, 9" x 12", for standing on counter or hanging on wall. Has folding easel for supporting it on counter.
- 2—Consumer Advertisement, one of the many pages in colors, appearing in Collier's, Liberty, Country Gentleman, Successful Farming and Progressive Farmer.
- 3—Ford Counter Card, 12" x 18", for advertising the Bosch Ford 3-Point Control Set.
- 4—Installation Diagram Book, showing how to make installations on all popular makes of cars and light trucks.
- 5—Service Manual, gives instructions, prices, lists of service parts and fitters, etc.
- 6—Demonstrating Floor Stand, 2 ft. x 2 ft., for use in demonstrating how the Bosch controls car springs.

Cooperation sales

- 7—Newspaper Ads for Dealer Use, cuts of illustrations, or mats of complete ads are supplied.
- 8—Farm Paper Advertisement of the Bosch 3-Point Control Set for Fords, typical of the ads appearing in Country Gentleman, Successful Farming and Progressive Farmer.
- 9—Consumer Advertisement, a sample of the ads appearing in colors in Liberty, Collier's, Country Gentleman, Progressive Farmer and Successful Farming.
- 10—Metal Sign, 24" x 36", for hanging at entrance to store or shop—designates your place as headquarters for Bosch Shock Absorbers.
- 11—Metal Tack-Up Sign, 14" x 20", supplied with your imprint for tacking on fences, trees, etc., along motor highways.
- 12—Large Fibre Sign, 3 ft. x 5 ft., for displaying in show window or tacking up outside. Will withstand severe weather.
- 13—Catalog Page, for salesmen's or dealers' catalogs.
- 14—Sales Folders, for handing out or enclosing with letters.

Full particulars regarding liberal sales proposition and Bosch Dealer Helps will be furnished on request by the nearest Bosch Branch.

AMERICAN BOSCH MAGNETO CORP.
Main Office and Works: Springfield, Mass.

Branches:
New York Chicago Detroit San Francisco

Makes all Fords better Fords!

savin



BOSCH

Solid comfort and easy riding over rough roads in any car which is equipped with Bosch Shock Absorbers. The Bosch Shock Absorber is a practical, dependable device, easily adjusted to follow the high pressure lines of "smooth" roads. It is built upon Bosch Shock Absorbers, they carry the famous Bosch guarantee and the Bosch reputation.

AMERICAN BOSCH MAGNETO CORPORATION
Springfield, Mass.

SHOCK ABSORBER

YOU WILL NEED THESE OTHER BOSCH ACCESSORIES, TOO



Your Ford can have the riding comfort of a larger car. You can, with a set of the 3-point control Bosch Shock Absorbers, check the rebounds and eliminate the swaying and rocking motion of your car, reduce the strains and road shocks, thereby keeping your Ford in a better mechanical condition and reducing the vibrations and rattles. Scientifically placed to give full control of the springs, Bosch Shock Absorbers for Fords will give you greater driving freedom over rough roads. They will give you a feeling of confidence and safety. It can be fitted to all models and adjusted to your tire equipment. Low in price—only \$16.50 (\$22.75 in Canada) for a set of three, they soon save their cost in increased satisfaction and reduced repairs. Your dealer has them or can get them for you immediately at the nearest Bosch Branch.

Only \$16.50
for
**3-POINT
CONTROL
set of
BOSCH
SHOCK
ABSORBERS**

8—Farm Paper Advertisement

9—Consumer Advertisement

BOSCH

SHOCK ABSORBERS

INSTALLED HERE



BOSCH

SHOCK ABSORBERS

PLYMOUTH


121 DWIGHT STREET

10—Large Metal Sign

11—Metal Tack-Up Sign

BOSCH

SHOCK ABSORBER



Smooths the Road

12—Large Fibre Sign

14—Sales Folder

AMERICAN BOSCH MAGNETO CORP., SPRINGFIELD, MASS.

BOSCH SHOCK ABSORBER



The big advantage of the Bosch Shock Absorber is that it gives you a smooth, comfortable ride over rough roads. It is built upon Bosch Shock Absorbers, they carry the famous Bosch guarantee and the Bosch reputation.

AMERICAN BOSCH MAGNETO CORPORATION
Springfield, Mass.

BOSCH SHOCK ABSORBER

For FORDS

3-Point Control

The BOSCH SHOCK ABSORBER

It's Adjustable—for Ballroom Turns and High Pressure Turns

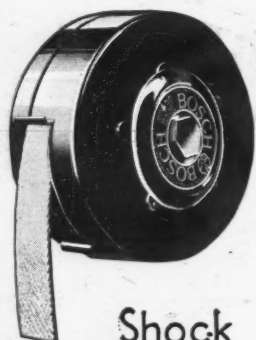
13—Catalog Page

Profit Makers!

The BOSCH LONG LINE of Automotive Necessities



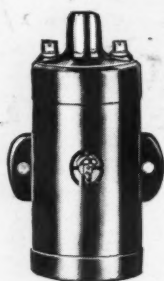
Electric
Windshield
Wiper



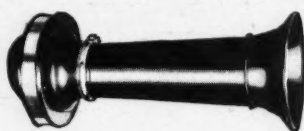
Shock
Absorber



Spark Plug



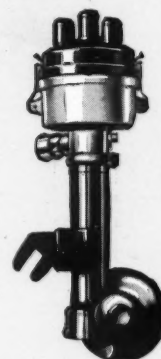
Ignition
Coil



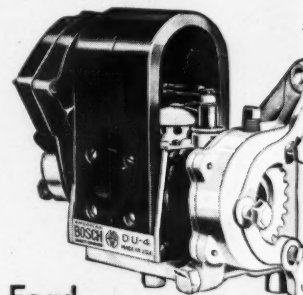
Electric Horn
Straight Model
and
Curved Model



Fordson
Governor



Ford
Ignition
Type
600



Ford
Ignition
Magneto
Fitting

HERE'S a complete line of Quality accessories—all made by one firm. It's no longer necessary to deal with one company selling shock absorbers, another selling spark plugs, etc. If you handle the Bosch Long Line, you have the selling rights to 10 popular accessories—high grade, dependable, moderately priced, and every one a real necessity. You have the Bosch reputation, prestige, advertising and dealer helps to aid you in selling. Liberal Bosch discounts to assure good profits. Your profits come from fast moving items which keep your capital turning over constantly. Bosch Automotive Necessities are called for by buyers who want merchandise of a known quality. There is a substantial profit in supplying that demand.

Ask About the Bosch Dealer Franchise

You can profit still more by becoming an Official Bosch Dealer. The requirements are simple—the benefits many. Some of the advantages you would get are: Special discounts on all Bosch material. Greater profits through increased sales. Personal assistance from Bosch salesmen. New markets—added prestige locally. Reference books, sales literature, etc. Sales promotion and advertising service.

For full particulars, fill out coupon and mail TODAY.

AMERICAN BOSCH MAGNETO CORPORATION

Main Office and Works:

17-23 W. 60th St., New York
3737 Michigan Ave., Chicago

Branches

Springfield, Massachusetts

89-95 Hancock Ave. W., Detroit
1262 Post Street, San Francisco

Mail this Coupon TODAY

AMERICAN BOSCH MAGNETO CORPORATION

Send me full particulars about:

- | | |
|---|--|
| <input type="checkbox"/> Complete line | <input type="checkbox"/> Ford Ignition Systems |
| <input type="checkbox"/> Shock Absorber | <input type="checkbox"/> Fordson Ignition System |
| <input type="checkbox"/> Windshield Wiper | <input type="checkbox"/> Fordson Throttle Governor |
| <input type="checkbox"/> Spark Plug | <input type="checkbox"/> Bosch Radio |
| <input type="checkbox"/> Electric Horn | <input type="checkbox"/> Bosch Dealer Proposition |

Ship me the following
units at quantity
discount C.O.D.—

Firm Name.....

Street Address..... City..... State.....

Date..... Signature.....



The
JUNIOR AMBOTONE

BOSCH RADIO

Bosch Radio products have met with instantaneous success all over the country. The Bosch Receiver and the Bosch Reproducer have sustained the Bosch reputation for quality. See now for full information.



Twenty Permite sizes meet 80% of your replacement needs...

With a small stock of Permite pistons—and at very small cost you can fill nearly every replacement need you meet. The rest you can easily supply from your nearest distributor.

Permites are factory-duplicates of pistons used in all the largest selling cars in America. They are made of aluminum-alloy—which has been generally recognized by manufacturers as the best piston material procurable.

But the aluminum-alloy used in Permites is far superior to the usual piston alloy, and has proved, under working conditions, the best wearing. For this reason the makers of more than 700,000 cars in 1925 adopted Permites as standard equipment.

Those cars are going to need

replacements—and that's where you come in. For you can fit every one of them from your stock of twenty Permite sizes. And always you can be sure of a proper fit, because all Permites are cast over permanent steel molds in our own foundries, and are absolutely uniform.

The distributor nearest you can supply you with a stock of Permites and guarantee you prompt deliveries on sizes outside of your stock. Take it up with him right away—or write us and we will direct him to have his representative call on you.

***PERMITE PISTON CO.**
Cincinnati, Ohio

*We will be glad to consider distributors' applications for open territory.

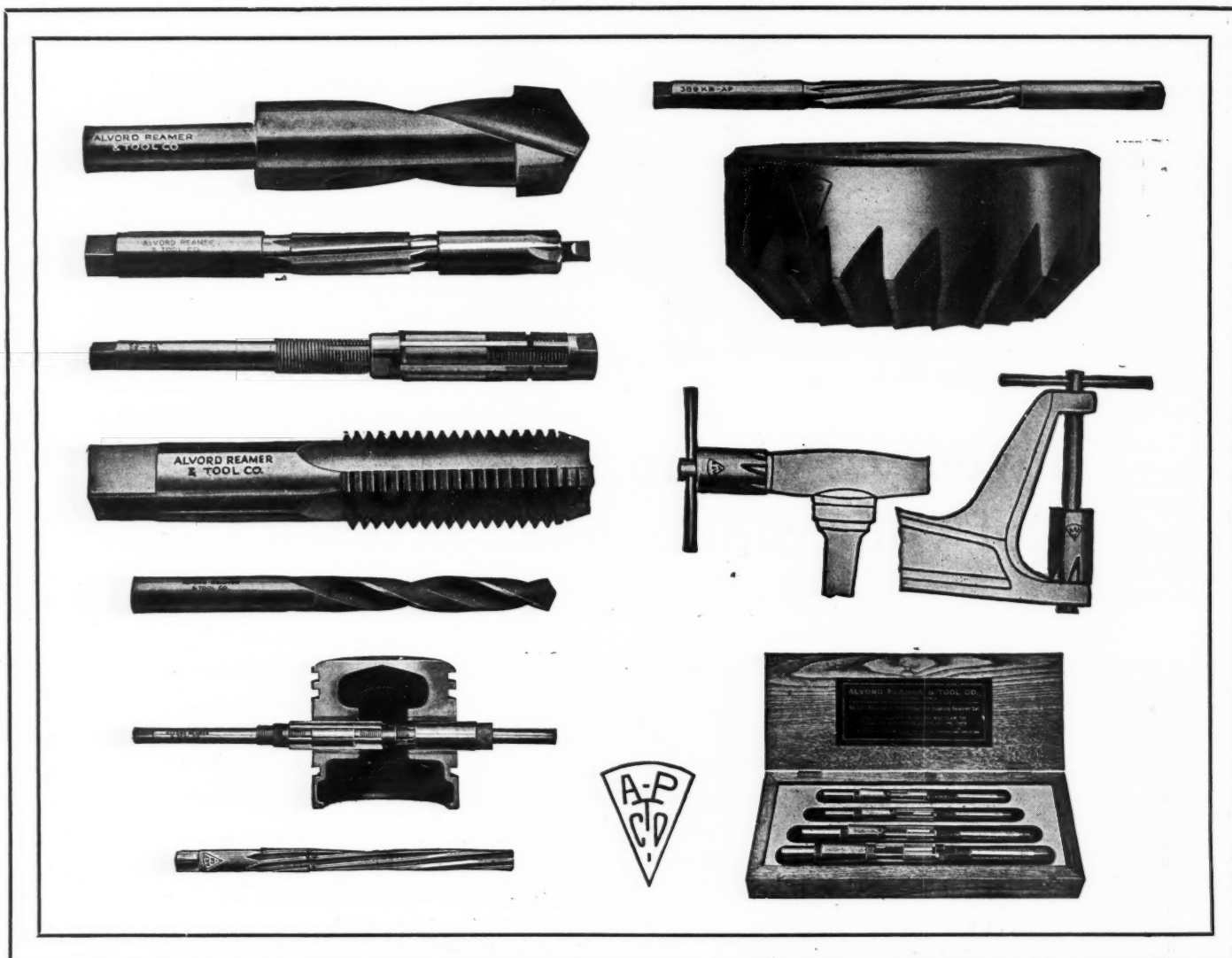
PERMITE

PISTONS

PERMITE PISTONS ARE EXACT FACTORY DUPLICATES

Alvord System of Ordering

—greatest improvement in years



Alvord special repair shop reamers can now be ordered by car and job from our newly published booklet "The Alvord System—the Easy Way of Ordering." It's a great trouble saver. It prevents errors.

Alvord Reamers are the tools you need to make money on flat rates. They are specially designed repair tools—they do their jobs on a flat rate basis. Write for "The Alvord System"—and order Alvord Tools through your jobber.

ALVORD-POLK TOOL CO.
Millersburg, Pa.

ALVORD - POLK

Tools for Repair Shops

What others say~ about the Brunner Valve Grinder

Brunner claims are backed by Brunner users. When we say the Brunner air operated valve grinder will grind valves quicker, cheaper and better than is possible with other equipment, we simply repeat what garagemen from coast to coast have told us. Made by the builders of Brunner Air Compressors and Brunner Paint Spray Equipment, backed by 20 years' experience in the air appliance field, Brunner-made assures dependability.

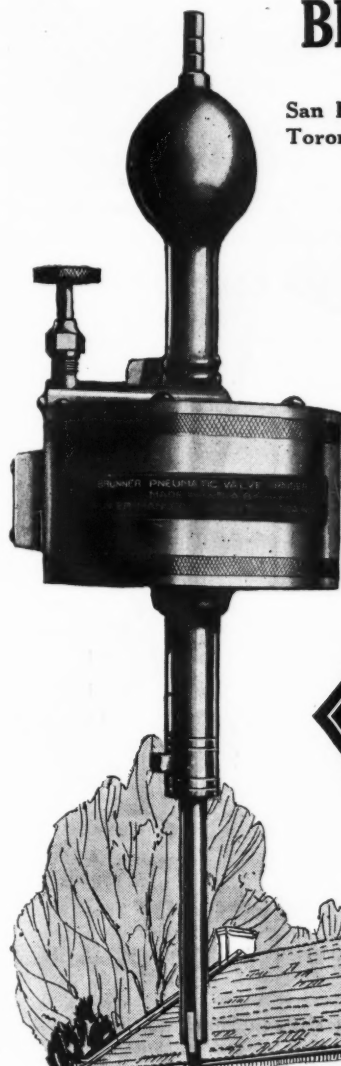
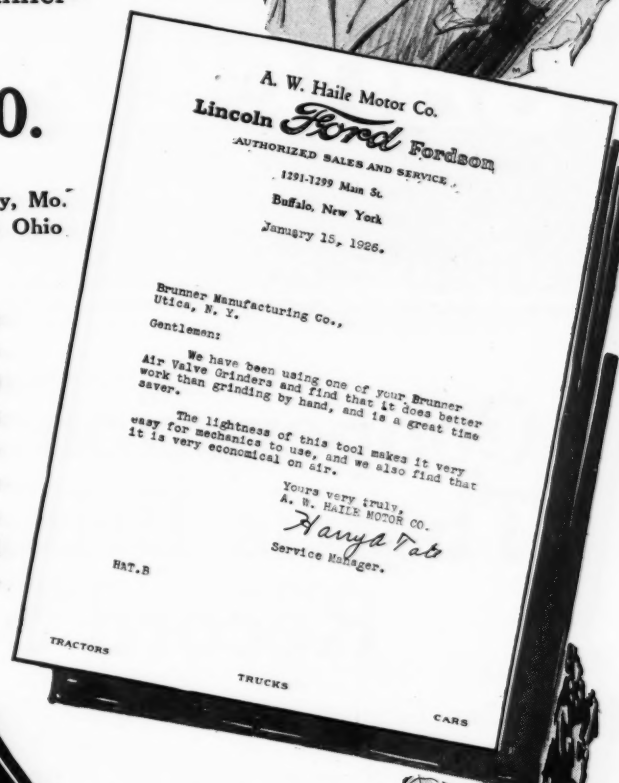


BRUNNER MFG. CO. UTICA, N. Y.

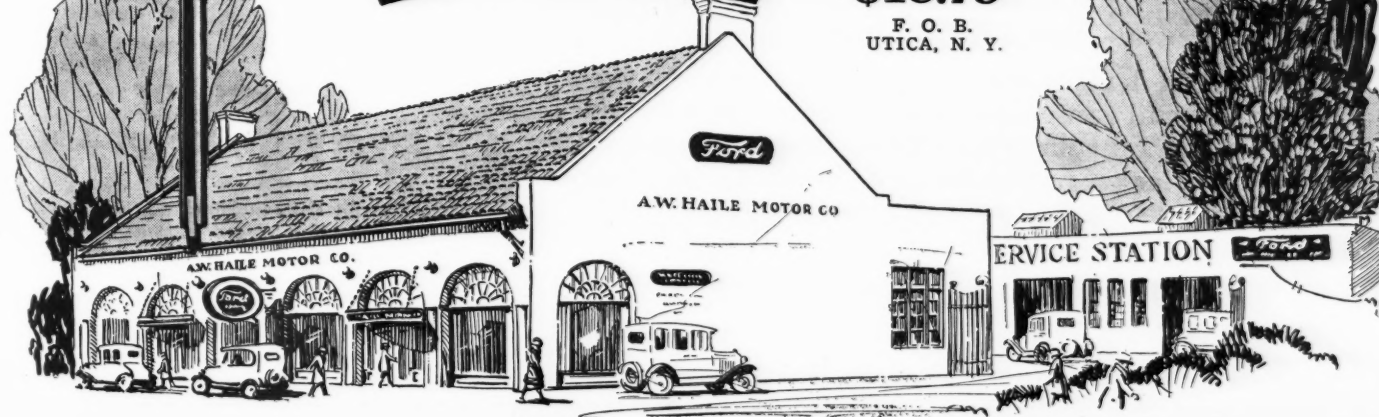
San Francisco, Cal.
Toronto, Can.

Kansas City, Mo.
Cincinnati, Ohio

Brunner air operated Valve Grinder has a variable controlled speed of 10 to 1,000 oscillations per minute. Its light weight and perfect balance permit continuous use without tiring the operator. This tool eliminates the need of hand finishing. Saves labor, time and money.



PRICE:
\$18.75
F. O. B.
UTICA, N. Y.



LINCOLN BALLOON SHOCK ABSORBERS



Cooperation That Is Bringing Record Sales !

Popularizing as never before the most efficient shock absorber on the market, through *The Saturday Evening Post* and other national advertising—creating a greater consumer demand—making Lincoln more than ever the easiest and fastest selling of all shock absorbers—and aiding dealers with sales and advertising helps in a bigger and broader way—that is the Lincoln program.

Lincoln dealers should tie up in a local way with our national campaign. Other dealers should investigate the Lincoln proposition. It means more business and larger profits for you. Write today—before you forget.

LINCOLN PRODUCTS CO.

2649 N. Kildare Ave.

Chicago, Ill.

Canadian Factory: Lincoln Products Co., Ltd., Montreal, Canada

Ideal for Every Make of Car

Lincoln Balloon Shock Absorbers are superior for all cars because of lightning-quick action; sturdy, simple construction; ease of installation and freedom from constant servicing or adjusting. They are made for all cars—\$15 to \$40 per set of four.

Rickenbacker

A • CAR • WORTHY • OF • ITS • NAME

It Isn't Too Late Yet

The season is still young—the big business is just ahead.

But you will have to hurry if you are to skim the cream that will surely be the portion of those who are able to offer Rickenbacker super-performance to their customers.

If you haven't inspected the new line of Rickenbackers you have a surprise coming.

Just compare upholstery, hardware—all details of body construction and finish with the highest priced cars on the

market and you will find here super-quality as well as super-performance.

And prices of this product, which conforms to the custom-built idea, are only a shade above those of ordinary mass-production cars.

It's going to be a great year for those dealers who get on and ride with Rickenbacker—and it isn't too late yet.

If interested write the Sales Manager.

Rickenbacker Motor Company

Detroit, Michigan

Famous "Six" Prices

7 Pass. Phaeton	-	-	-	\$1795
5 Pass. Phaeton	-	-	-	1750
4 Pass. Roadster	-	-	-	1795
5 Pass. Coupe Sedan	-	-	-	1695
4 Pass. Coupe Roadster	-	-	-	1920
5 Pass. Brougham	-	-	-	1895
5 Pass. Sedan	-	-	-	2095
7 Pass. Sedan	-	-	-	2195
4 Pass. DeLuxe Coupe	-	-	-	1995

f. o. b. Detroit—plus war tax

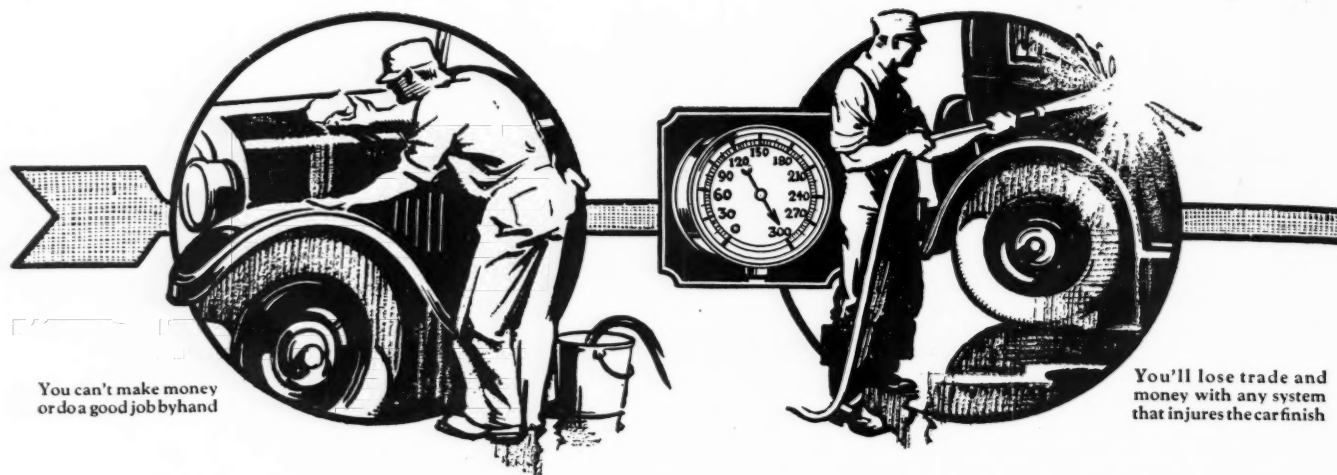


Vertical "Eight" Prices

7 Pass. Phaeton	-	-	-	\$2195
5 Pass. Phaeton	-	-	-	2150
4 Pass. Roadster	-	-	-	2195
5 Pass. Coupe Sedan	-	-	-	2095
4 Pass. Coupe Roadster	-	-	-	2320
5 Pass. Brougham	-	-	-	2295
5 Pass. Sedan	-	-	-	2495
7 Pass. Sedan	-	-	-	2595
4 Pass. DeLuxe Coupe	-	-	-	2395

f. o. b. Detroit—plus war tax

All Car Washing



You probably know that the Curtis AIR-MIST System atomizes each drop of water into a powerful mist that penetrates and cleanses as nothing else will, without harm to the finest finish.

Other mechanical systems that may look somewhat like the AIR-MIST merely build up a terrific water pressure by means of pumps, and literally blast the dirt off before it is softened—and the finish with it! Buyers of such systems with bigger profits in mind have tried to improve on hand washing, but find that they have “jumped from the frying pan into the fire.”

Now the Curtis AIR-MIST System, already the pioneer and the leader, has been further improved by the addition of a water amplifier. Water and

air pressures are now automatically regulated, regardless of the pressure of your local water supply. Simply set the control valves to the Air Mist Nozzle for either body or chassis washing and a stream of completely atomized air-water mixture flows out with the most effective form and pressure for fast, thorough, safe washing. You need only one nozzle to clean as rapidly as others do with two.

The improved AIR-MIST is the result of eight years study and development by the builders of the first car washing system. The whole story is told in the new AIR-MIST catalog, and when you read it you cannot help realizing that the problem of car washing for profit has now really been solved for the first time. Send the coupon before you mislay it.

You Can Do All These Things Only with AIR-MIST.

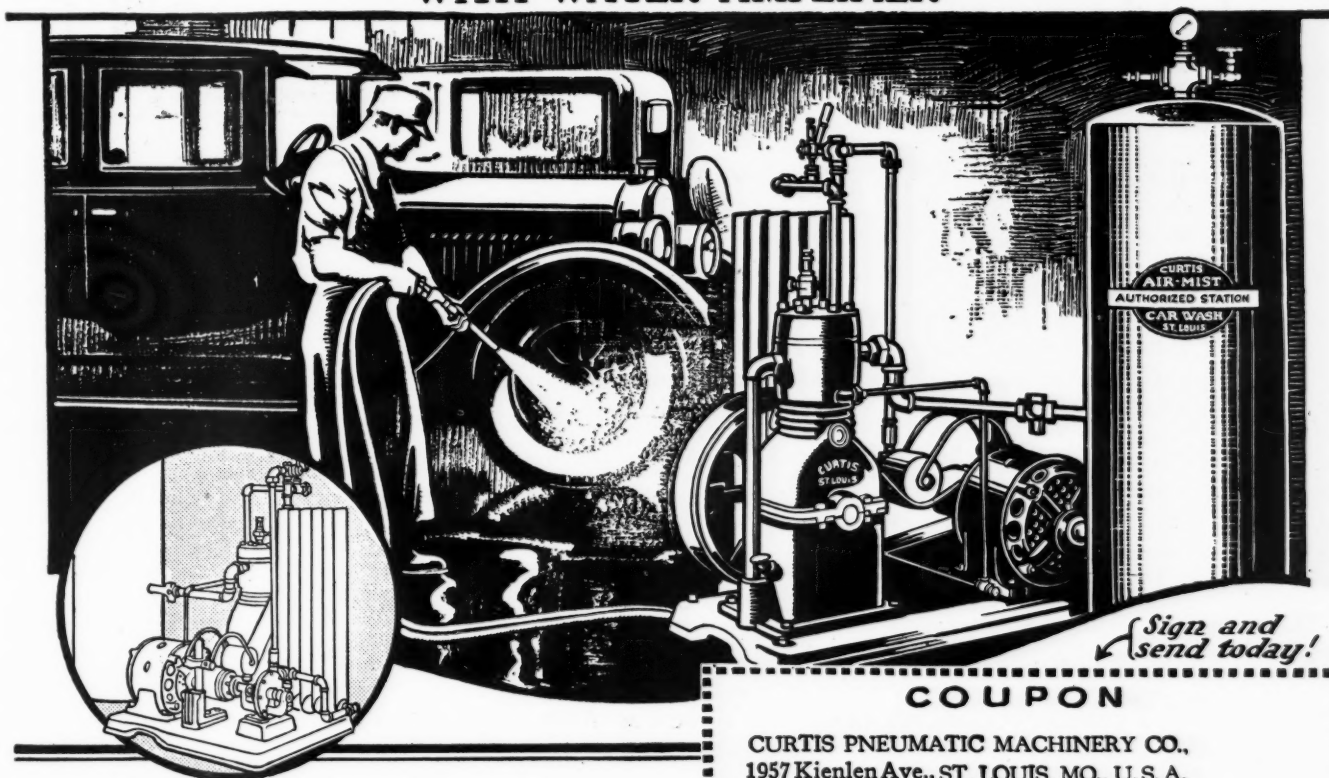
- | | | |
|---|--|---|
| <p>1 Wash cars quickly, easily and safely with effective penetrating air mist.</p> <p>2 Dry out, with air, nooks and crannies and inaccessible places where rust would gather.</p> <p>3 Reach and clean inaccessible places not reached by other cleaning methods.</p> <p>4 Provide air for tire inflation without a separate compressor.</p> | <p>5 Clean motors with engine cleaning liquid under air pressure.</p> <p>6 Apply hot or cold soap or solution vapor with air.</p> <p>7 Apply polish, with air, before car is dry, wipe it off with a rag. No chamois. Save 15% labor and cost of chamois.</p> | <p>8 Spray springs with penetrating oil atomized by air; quicker penetration.</p> <p>9 Blow dirt and grime from the interior of car, with compressed air.</p> <p>10 Vacuum clean upholstery with Curtis Vacuum Cleaning attachment. (Supplied at small additional cost.)</p> |
|---|--|---|

Curtis **AIR MIST** **CAR WASH**
 IMPROVED
with water

Systems ~ have been merely lead- ing up to this!

Cleans the car —
Does not injure the finish

CURTIS IMPROVED "AIR-MIST" CAR-WASH SYSTEM WITH WATER AMPLIFIER



Sign and
send today!

COUPON

CURTIS PNEUMATIC MACHINERY CO.,
1957 Kienlen Ave., ST. LOUIS, MO., U. S. A.
Branch Office: 518U Hudson Terminal, New York

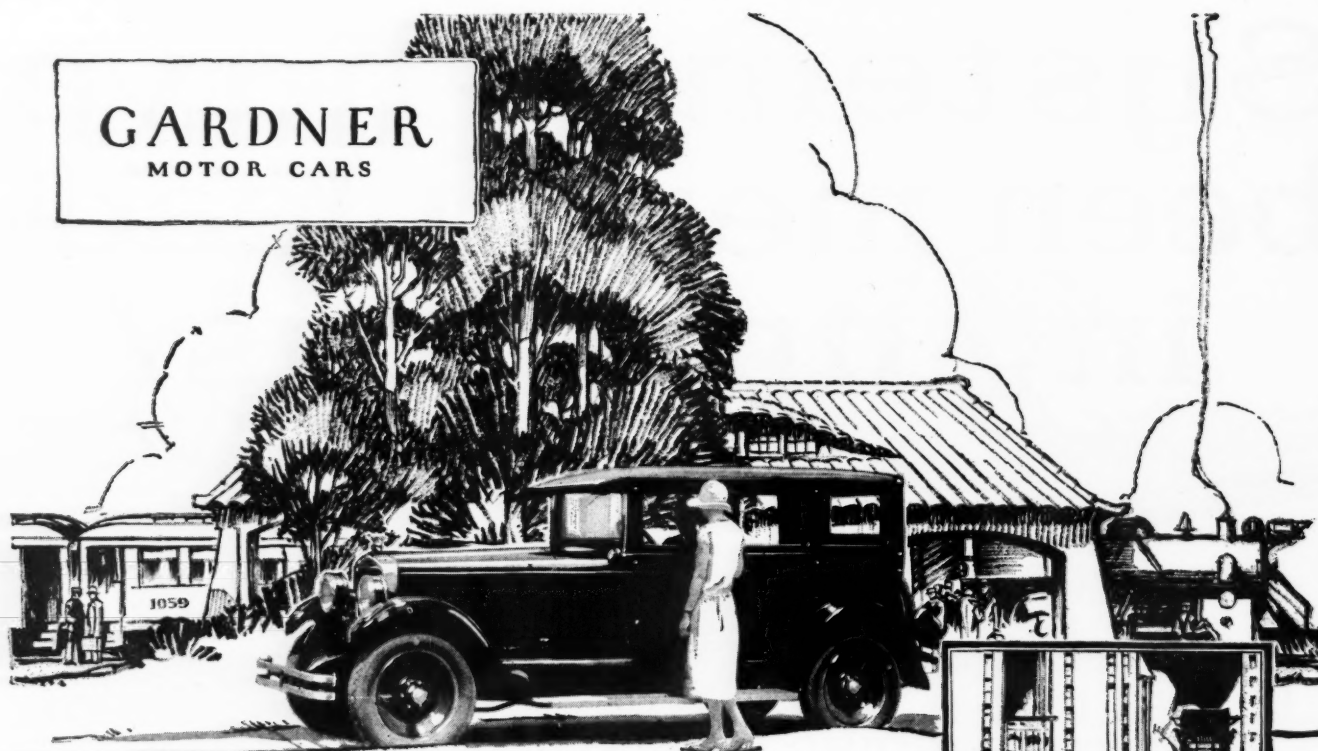
Please send me, without obligation on my part, the
new free AIR-MIST catalog.

Name.....

Address.....

SYSTEM

amplifier



Recognition

POPULARITY can be artificially produced—as it has been more than once for a motor car—but that sort of interest wanes as rapidly as it was fanned into existence, leaving an aftermath of disappointed car owners and dealers.

The Gardner method of inviting approval for cars, endowed with merit from radiator to shackle bolt, may be slower, but builds up an abiding and accelerating public good will which gives momentum to the car dealer's business.

The soundness of this Gardner policy has been profitably demonstrated to dealers throughout the country by a growth of demand surprising even for these remarkable Sixes and Eights-in-Line.

In conformity with the Gardner policy of building cars that will merit sustained public recognition, the makers are powering all Gardner models with Lycoming Motors.

LYCOMING MANUFACTURING COMPANY

Makers of fine Fours, Sixes and Eights-in-Line

WILLIAMSPORT :: PENNSYLVANIA

LYCOMING

Motors

Years Ahead in Automobile Motor Efficiency

"there's money
in that"

"I'll try that
myself"

"that's
us!"

"great!"

"that's
an
idea"

"hm-m-m"

a book you'll want ~ free!

ONCE a month Johns-Manville issues a large handful of ideas to garagemen and dealers, between the covers of the "Hand Out." You will find many stories of success and short-cuts to profit in this publication whether your job is at the bench or in the office.

It is free to mechanics, garagemen and dealers.

JOHNS-MANVILLE

292 Madison Ave. at 41st St., New York City
Branches in 62 Large Cities
For Canada:
Canadian Johns-Manville Co., Ltd.
Toronto



This coupon will
bring you the
"Hand Out"
every
month

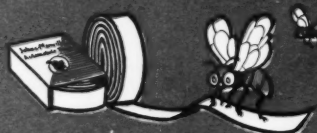
JOHNS-
MANVILLE
INC.

292 Madison Avenue
N. Y. C.

Please send me once a
month your new publication the
"Hand Out".

Name _____

Address _____



Good tape like good honey is sticky. That's Johns-Manville Automobile Tape—sticky always. It is strong and will not fray. We guarantee it for one year.



Johns-Manville Seigelite Sheet Packing resists the action of oil, water, gasoline, through years of usefulness. Especially recommended for gasketing water manifolds, differential housings, carburetors, etc.



What a grip! Johns-Manville Clutch Facings fit disc clutches of all standard American cars. Order from your distributors' stock when needed.



The hero of 12,000,000 explosions! Gasketing a cylinder head for a couple of years is all a part of the job which Johns-Manville Service Sheet Packing does so well.

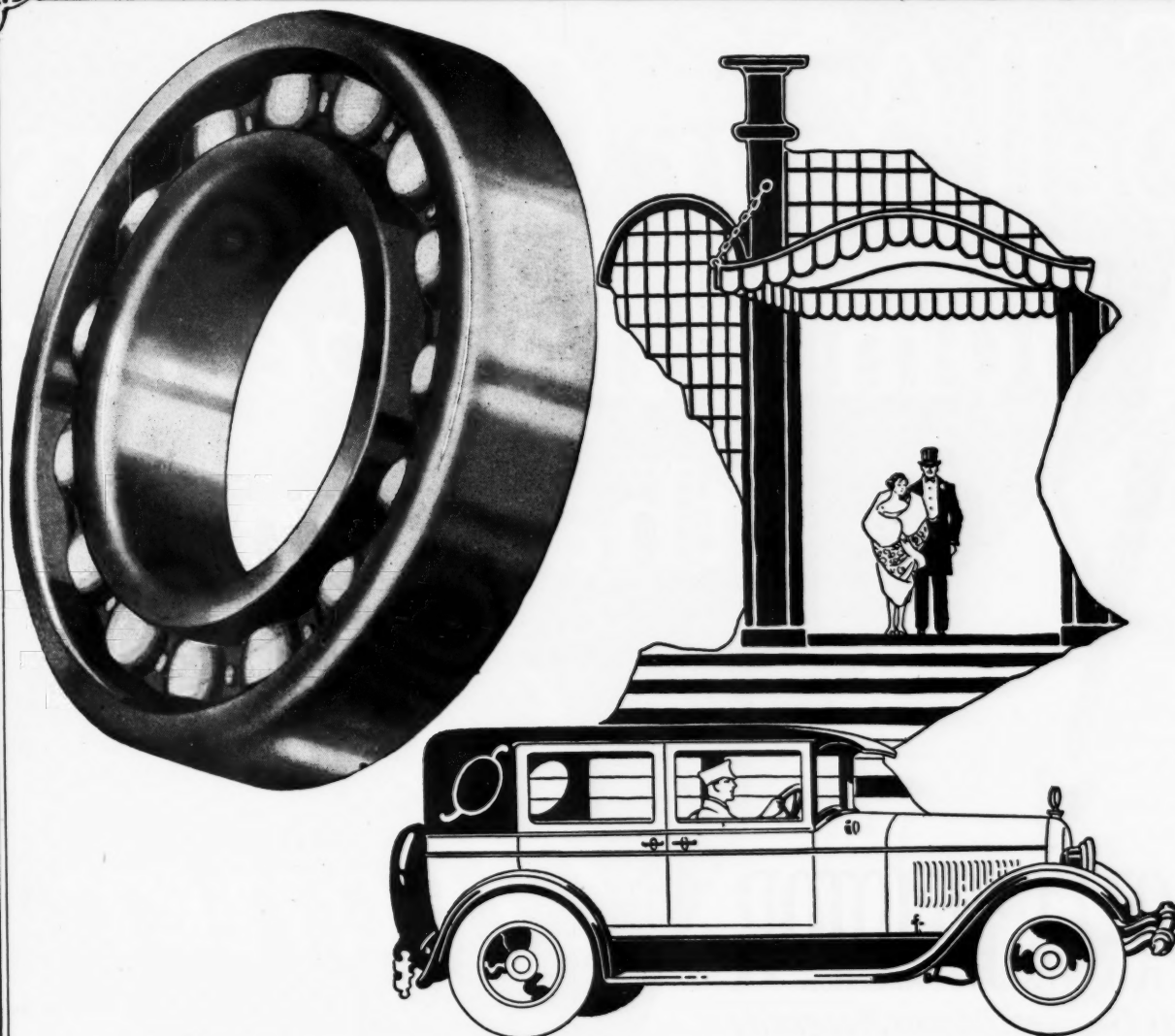


Curbing 25 horse-power! That's the every-other-minute performance of Johns-Manville Asbestos Brake Lining in stopping the average car in traffic. Brakes are safer and last longer with this dependable lining.



JOHNS-MANVILLE

Asbestos Brake Lining,
Clutch Facings, Packings,
etc.



FOR the more important positions in the automobile, engineers are refusing to accept less than New Departure Ball Bearings give, even though a saving in cost might have been effected.

No readjustments, hence—

Permanently correct alignment of shafts

Maintained tooth pitch contact of gears

More complete elimination of friction

Bearing life equal to the car itself

Minimum of attention—

Wherever these characteristics have been specially desirable in a bearing, the logical choice has been New Departure.

New Departures excel—and that's more important than price.

THE NEW DEPARTURE MANUFACTURING COMPANY

Detroit

BRISTOL, CONNECTICUT

Chicago

New Departure
QUALITY
Ball Bearings

Sell Your Customers Something *better* than an *Air* *Cleaner*

PROTECTOMOTOR
REG. U.S. PAT. OFF.
Perfect Positive Protection
'World's Greatest Motor Necessity'

sells on sight when you explain the difference between an AIR FILTER and an air cleaner.

Simply show a man the Protectomotor and he can see how it filters the air free from all dust, sand, grit and other abrasives.

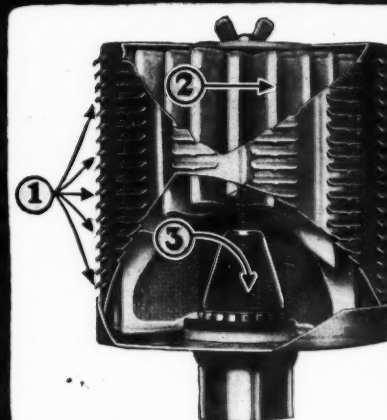
Tell him the Protectomotor keeps all abrasives out of the oil because it takes them out of the air.

Filtered air means clean oil and less carbon; clean oil and less carbon means less wear; less wear means a motor that runs from three to five times as long before grinding the valves, removing carbon or overhauling.

The **FACTS** about Protectomotor are being told the readers of Saturday Evening Post, Colliers, Liberty and American Magazine every month.

Write today for your discounts

STAYNEW FILTER CORPORATION, ROCHESTER, N. Y.



1 Air enters large number of small openings in outer shell at low velocity so the coarse particles of dust are separated by gravity.

2 Specially constructed filtering material, chemically treated, removes even the finest (those that cause wear) particles of dust but readily permits air to pass through.

3 Pure, clean, **FILTERED** warm air passes through this outlet to carburetor and motor, the fine dust (the cause of wear) entirely removed.



Picture shows how Willard 5-Point Inspection makes friends. Corrosion on the positive terminal was blocking the path of current to the starter. Two strokes of a wire brush saved the owner the expense of having his battery recharged.

**The
Inspection We Give
Includes These Five
Important Points:**

- 1—Testing each cell.
- 2—Replacing evaporation.
- 3—Cleaning terminals.
- 4—Cleaning top of battery.
- 5—Tightening hold-downs.

Making Friends for You / / / /

Finding the little things the car owner might never notice—correcting them before they cause him expense.

—that's Willard 5-Point Inspection. And let us tell you it *makes friends*. It helps to make good cars run better—and is additional insurance that the Willard Batteries with which those cars are equipped will give the fullest measure of uninterrupted service.

The
Willard Battery
men

We Service All Makes and Sell
Willards for All Cars—for Radio, too.



THE DOUBLE

OAKLAND SIX

WINNING AND HOLDING GOOD WILL

In your town, and every town, automobile men are watching with amazement the tremendously increasing demand for low-priced quality sixes.

The Oakland-Pontiac double franchise is tapping this rich, new field with two lines of sixes, each a leader in performance, appearance and value in its price class.

The advanced, spirited Oakland Six, in seven beautiful body types ranging from \$975 to \$1295, has already doubled the business of Oakland dealers in the past few months.



P R O D U C T S O F

FRANCHISE

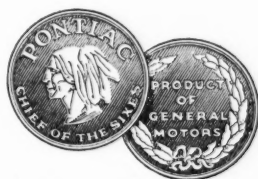
PONTIAC SIX

C H I E F O F T H E S I X E S

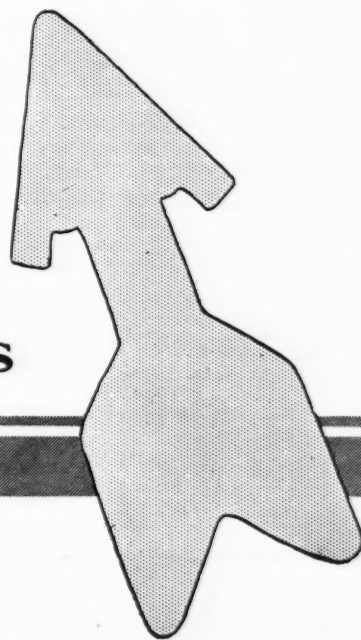
The brilliant new Pontiac Six with Fisher-built coach or coupe body, at \$825, offers value undreamed of by the automobile buyer of a year ago.

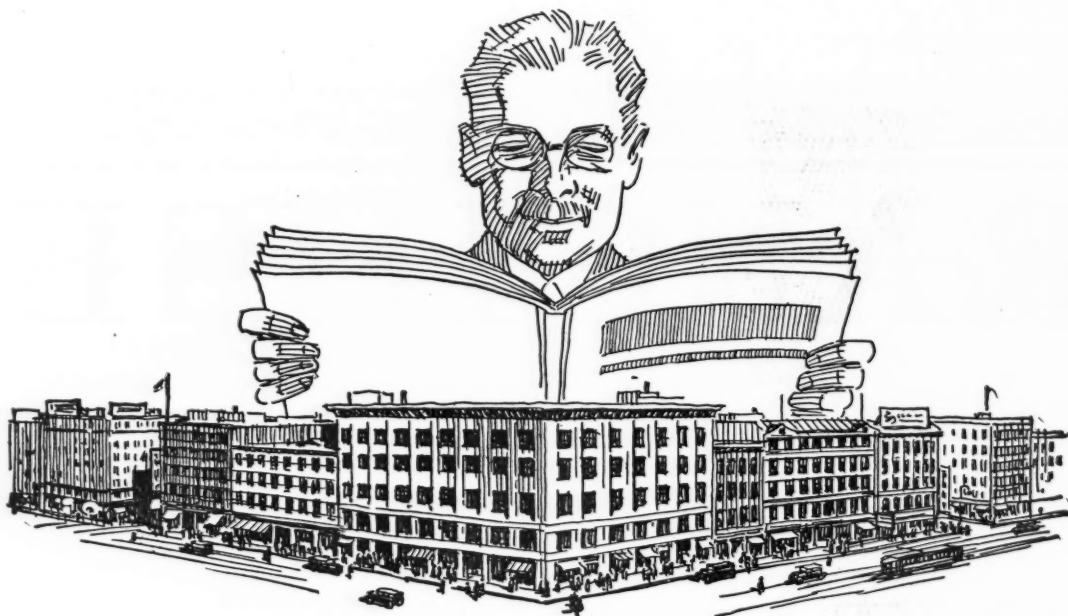
Alert, aggressive merchants will recognize in the Oakland-Pontiac double-profit-franchise, that combination of permanence, of unusual sales advantages and of ever-widening markets, with which to build a sound and unusually profitable business.

OAKLAND MOTOR CAR CO., PONTIAC, MICH.



GENERAL MOTORS





He is your business partner

He considers first and foremost your interests.

He is truthful and honest in his dealings with you.

He is not provincial, but his experience is nation-wide in scope.

He is not opinionated, but brings to you unbiased facts, news, and reports.

He has a finger on the pulse of your trade's activities. He promulgates helpful information.

He is in close touch with manufacturers, producers, distributors—those from whom you buy.

He deals with none which has a tendency to mislead or which does not conform to business integrity.

He is a consultant that "sits in" with you regularly. His suggestions are profitable to you.

He holds a fellowship in a select association with exacting standards of membership.

He has pledged himself to determine the highest and largest function of the trade which he serves, and to strive in every legitimate way to promote that function.

HE IS THIS PAPER.

Your paper. A member of the Associated Business Papers, Inc.

A. B. P.

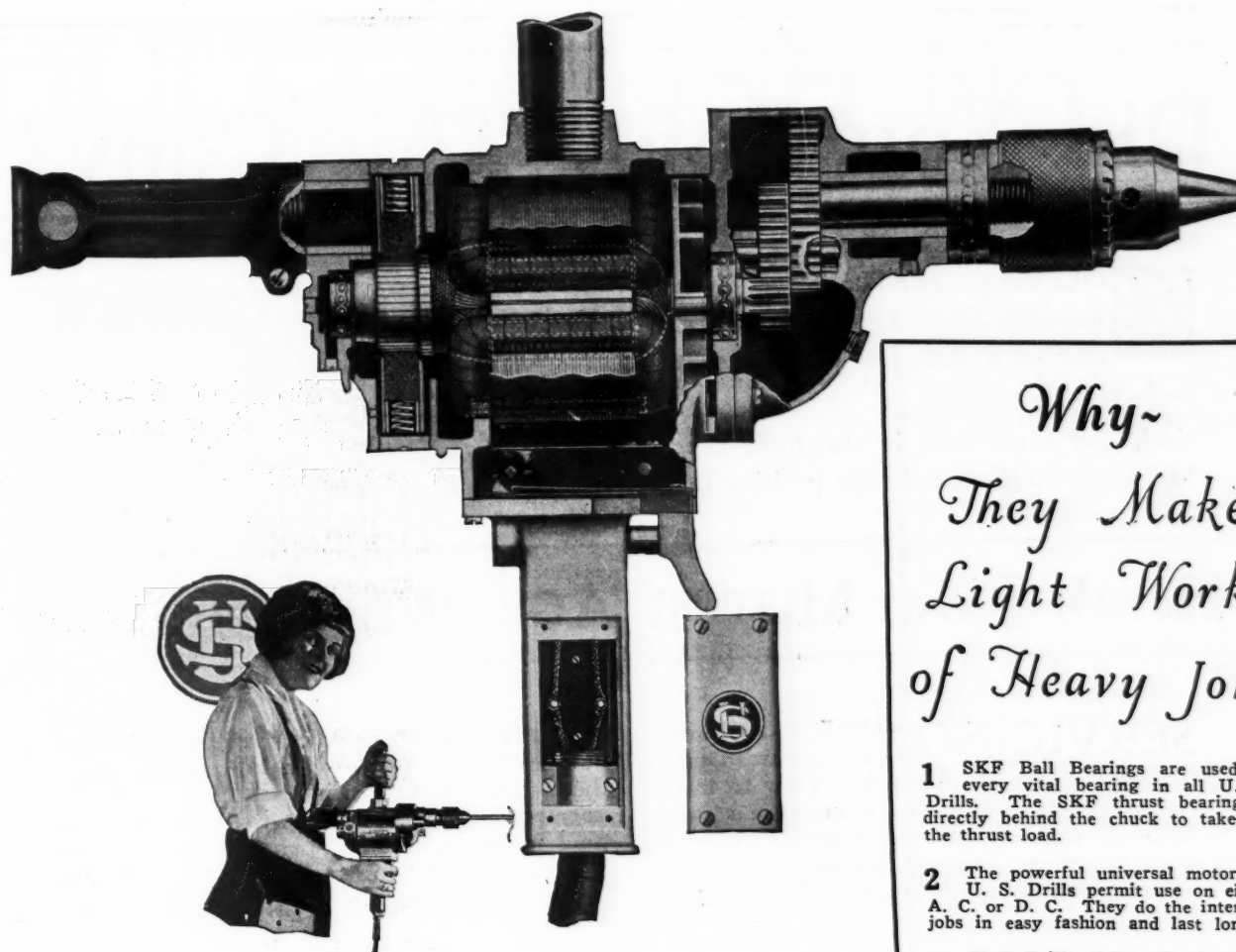
THE ASSOCIATED BUSINESS PAPERS, Inc.

Executive Offices: 220 West 42nd St., New York, N.Y.

The A.B.P. comprises a group of business papers that reaches 54 fields of trade and industry. Membership requires the highest standards in every department of publishing, circulation, editorial, and advertising.

The advertisers in this publication demonstrate by their presence here that they are awake to modern methods of selling as well as production—methods that cut costs and standardize operations.

MOTOR AGE is a member of The A. B. P.



YOU appreciate the thousand and one uses for portable electric drills in your shop. But do you know exactly why U. S. Drills save more time, cost less in the long run and do the job better than any other drill?

Here are a few reasons. U.S. Drills only are equipped with Jacobs Screw Back Chucks—others have tapered chucks and are often damaged in removal. The commutator brushes are quickly removed from U. S. Drills by unscrewing the slotted nut—in other drills the dismantling of the rear portion is necessary. U. S. Drills have the two-pole trigger switch (patented May 1914) which cuts out both lines in the motor and will not arc—others use a single pole switch, breaking the circuit at only one point. Have all the facts in hand before you buy again—

WRITE FOR CATALOG "H"



The United States Electrical Tool Co.
Cincinnati, Ohio, U. S. A.

Oldest Builders of Electric Drills and Grinders in the World

Why~ They Make Light Work of Heavy Jobs

- 1 SKF Ball Bearings are used at every vital bearing in all U. S. Drills. The SKF thrust bearing is directly behind the chuck to take up the thrust load.
- 2 The powerful universal motors in U. S. Drills permit use on either A. C. or D. C. They do the intended jobs in easy fashion and last longer.
- 3 U. S. Drills all have Jacobs Screw Back Chucks which are easily removed.
- 4 The two-pole trigger switch (patented May, 1914) gives perfect control of the tool. It cuts out both lines of current and prevents arcing. No other drill has this feature.
- 5 The simple, compact design makes every part of the U. S. Drills readily accessible and provides a tool that reaches into the hard-to-get-at places with extreme ease of operation. The commutator head is cast integral with the body of the frame and this added strength prevents any possible misalignment of the armature shaft.
- 6 Carbon brushes easily adjusted without removal of commutator head of drill.

\$30.00

—U. S. $\frac{1}{4}$ in. Drill. All SKF Ball Bearing Construction. Grinding stand, arbor and wheel, to fit, \$3.00. Also type "Q" drilling stand, \$12.00.

28 years of experience building "U. S." Drills—Grinders—Polishers is your assurance of QUALITY.

Did You Enjoy This Copy?



YOU can get one like it every week for only \$3.00 a year—an average cost of a little less than six cents each.

Each and every man in the trade needs MOTOR AGE—needs the positive help

it offers in the solution of daily problems and the valuable ideas it gathers for its readers.

Your competitor reads MOTOR AGE, and you need to read it also if you want to keep up with the leaders of the automotive field.

Here's How MOTOR AGE Will Help You

SERVICING—MOTOR AGE will show you how to make flat rates—How to sell Service—How to make customers permanent—How to organize a workshop—How to handle knotty problems—How to select Machinery—How to test electrical systems—How to make quick repairs—How to route shop work.

HIRING—How to get the right men—How to train them—How to pay them—How to get their co-operation—How to keep them enthusiastic.

BUYING—How to select an accessory stock—How to judge merchandise—How to get a fast turnover—How to avoid dead items.

SELLING—How other men do it—How to keep down overhead—How to advertise—How to make Salesmen produce—How to create a market—How to find prospects—How to make every sale pay—How to avoid losses—How to write letters that build business.

AND THEN

Whatever else you need to know to make your business run smoothly MOTOR AGE will tell you if you only ask—All personal inquiries receive personal attention from our editors. Every subscriber is encouraged to come to us with his problems, whether mechanical, legal, architectural or financial. Try us, and we will give you "Service you will like."

THE COUPON is here for your convenience. If you are already a subscriber, pass it on to some friend in the trade who is not. When he starts getting MOTOR AGE he'll appreciate the favor.

MOTOR AGE
5 South Wabash Avenue,
Chicago, Ill.

IMPORTANT—MOTOR AGE is published exclusively for the trade. Subscriptions are accepted only from those actively engaged in our field—so please don't forget to include your business card or letter head with this order.

Gentlemen: Enclosed find \$3.00 to pay for a year's subscription to MOTOR AGE, including all special issues published during the life of my subscription.

Name
Street and Number.....
CityState
Firm Name.....

NOTE: If you are already subscribing to MOTOR AGE, please hand this coupon to a dealer who is not. He'll become a better competitor from reading MOTOR AGE.

DUCO POLISH No. 7



HERE'S a big profit maker! A nationally advertised auto polish—made especially for Duco by the makers of Duco.

Leading car manufacturers recommend it—many of them put sample cans of this polish in all the cars they ship.

Three million Duco-finished cars now in use—35 manufacturers turning out thousands of new Duco-finished cars every day. What a market!

You don't have to "sell" Duco Polish No. 7. The public know that the chemists who developed Duco know exactly

what to make for cleaning and polishing Duco.

Easy sales—quick turnover—big profits. That's what "No. 7" gives you, so order your stock TODAY.

DUCO POLISH No. 7 is a cleaner and polish combined. It is equally good for Duco, lacquer or baked enamel finishes. Quickly removes "Traffic Film" and restores the original beauty and lustre of Duco. Gives a hard dry polish. Leaves no oily film to catch and hold dust. Easy to use. Simply apply with soft cloth, and rub.

Put up in beautifully lithographed cans

Pints \$1.00 Quarts \$1.50
Gallons \$4.25

Packed in cartons of 24 pints or 12 quarts.
Gallons packed 12 to the case.



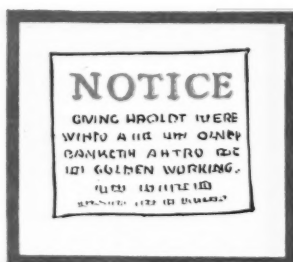
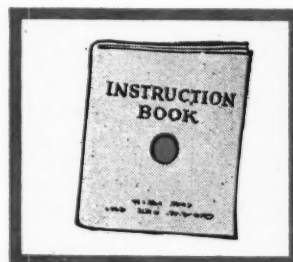
The du Pont unit containers make repacking unnecessary

7 Reasons Why You Should Sell DUCO POLISH No. 7



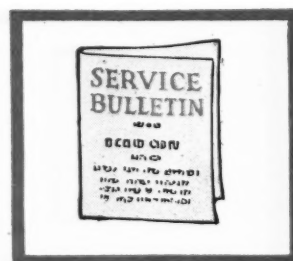
1 Sample Cans are placed in the tool boxes of Duco-finished cars before they leave the factories.

Instruction Books and sales literature issued by many car manufacturers now instruct owners to use Duco Polish No. 7.



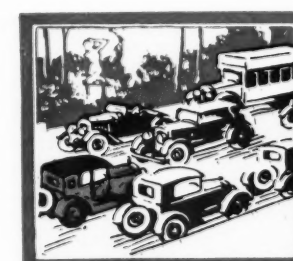
2 Windshield Stickers which recommend Duco Polish No. 7 are placed on Duco-finished cars at the factories.

Advertising—Duco Polish No. 7 is widely advertised in The Saturday Evening Post and other leading magazines.



3 Service Bulletins, advising the use of Duco Polish No. 7, have been sent by car manufacturers to their dealers everywhere.

3 Million Cars now in use are Duco-finished. These popular cars are finished with Duco—Ajax, Buick, Cadillac, Chandler, Chevrolet, Chrysler, Cleveland, Dodge, Diana, Franklin, Hupmobile, Oakland, Oldsmobile, Packard, Paige, Pontiac, Marmon, Moon, Nash, Stutz, Velie, Kissel, Yellow Cab, Premier, Hertz, Davis, Rolls-Royce, Daimler, Kleiber, McFarlan, etc.



MAIL THIS COUPON TODAY

E. I. du Pont de Nemours & Co., Inc.
3500 Gray's Ferry Rd., Phila., Pa.

Date.....

Ship me..... Cartons of Pints (24 pints each)
..... Cartons of Quarts (12 quarts each)
of Duco Polish No. 7, and bill at dealer's prices.

Firm.....

St. Address.....

City..... State.....

Specifically for Duco—No. 7 is especially made for Duco, and is the only polish endorsed by du Pont, the makers of Duco.



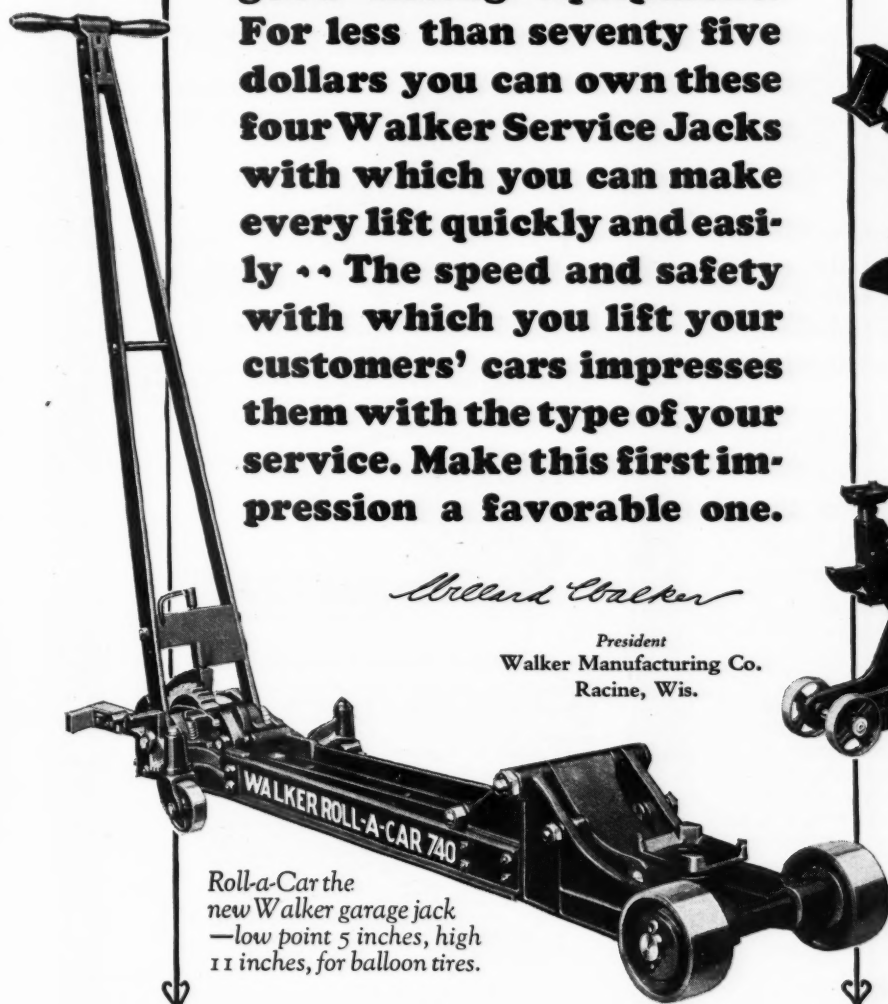
Additional information supplied by
E. I. DU PONT DE NEMOURS & CO.
Incorporated
3500 GRAY'S FERRY ROAD
PHILADELPHIA, PA.

PRINTED IN U.S.A.

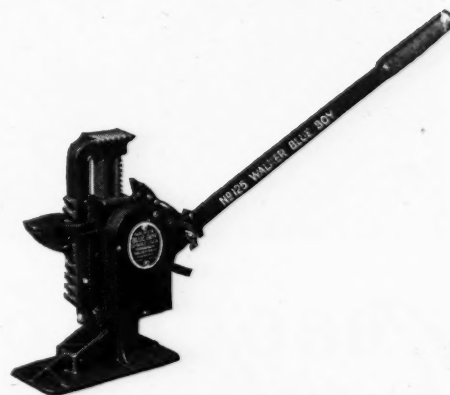
My statement that over one hundred million lifts were made by garage men last year, and that on nine out of ten cars that require service, a jack is the first tool used, will emphasize to you the importance of good lifting equipment. For less than seventy five dollars you can own these four Walker Service Jacks with which you can make every lift quickly and easily . . . The speed and safety with which you lift your customers' cars impresses them with the type of your service. Make this first impression a favorable one.

Willard Walker

President
Walker Manufacturing Co.
Racine, Wis.



Roll-a-Car the new Walker garage jack—low point 5 inches, high 11 inches, for balloon tires.



Blue Boy for all types of repair work and every service car.



No. 266—Capacity six tons, safe and sure for all heavy lifting.

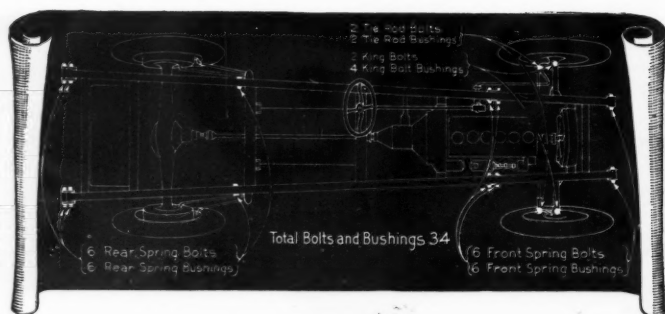


Lift-a-Car for quick tire changing and putting on chains.

Walker Jacks

"Dependable in Service"



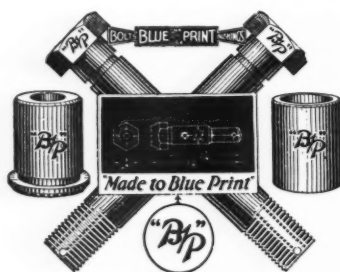


'680,000,000' Chassis Bolts and Bushings Should be Renewed this Year

Twenty million cars and trucks are in daily use, each wearing out an average of sixteen chassis bolts and eighteen bushings in a season. A total of Six Hundred Eighty Million Chassis Bolts and Bushings that should be renewed this year.

Six Hundred Eighty Million profit opportunities waiting Service Men who tell car owners the advantage of Chassis Bolt and Bushing renewals. Are YOU going to get your share of these profits or will you vainly try to repair these worn parts with a shot of grease or the turn of a wrench?

Only by renewing these chassis bolts and bushings worn away by friction resulting from inefficient lubrication, can you satisfactorily stop the squeaks and rattles. Once-a-year renewal of these worn parts with Blue Print Bolts and Bushings brings safety and satisfaction to the car owner and profit to yourself.



Blue Print Bolts and Bushings are made to the blue print specifications of car manufacturers. That's why they are a continuation of original equipment, not replacement parts. Ask your Jobber for the Blue Print Line. If he hasn't it, write direct to us giving Jobber's name.

If you aren't getting our Monthly Bulletins, write us giving your Jobber's name. You'll find these Bulletins contain a lot of interesting and profitable information. Write us today!

The Fostoria Screw Company

303 Blue Print Ave., Fostoria, Ohio

Export Office: 30 Water St., New York, N. Y. Cable Address: Wldbloco.
Codes Used: Bentley, A. B. C. 5th Edn., Western Union.



KESTER Self Fluxing SOLDER Simple, Safe and Sure Requires Only Heat



KESTER Acid Core SOLDER

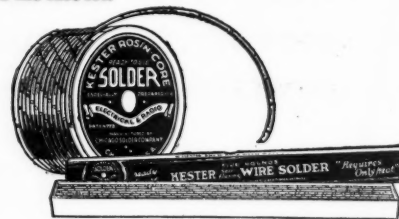
For general soldering and heavier electrical work. Self Fluxing—"Requires Only Heat." Standard size No. 3 about 1/8 inch in diameter, runs about 30 feet per pound. Packed on 1, 5 and 10 pound spools. Special gauges also available.



Kester Metal Mender

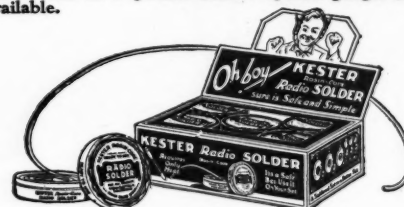
The Household Solder

Here is the small package of Acid Core Solder. So simple anybody can use it. Ten cans about 1/4 pound each are packed per carton. Ten cartons (100 cans) to the case lot.



Kester Rosin Core Solder

For very delicate electrical and radio work. Contains highest quality metals and rosin flux. Standard size about 3/32 inch in diameter, runs about 50 feet per pound. Packed on 1, 5 and 10 pound spools and 18 inch sticks in 5 pound boxes. Special gauges also available.



Kester Radio Solder

(Rosin Core)

Safe, Sure and Simple—approved by radio engineers. Harmless to the most delicate parts. Absolutely non-corrosive flux makes low-loss joints. Ten cans about 1/4 pound each per carton. Ten cartons (100 cans) to the case lot.

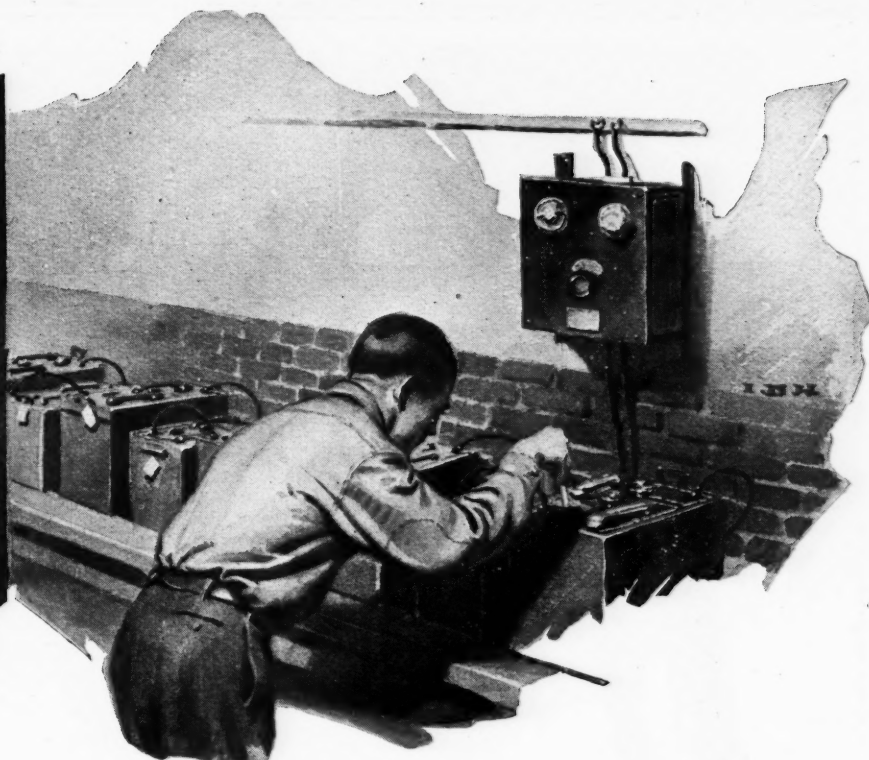
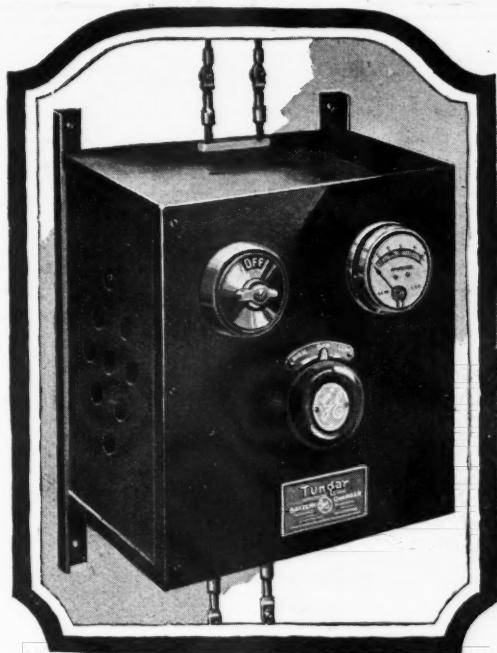
GENUINE SOLDER

CHICAGO SOLDER COMPANY

4203 Wrightwood Avenue, Chicago, U. S. A.

Originators and world's largest
manufacturers of Self Fluxing Solder

Your Jobber Can Supply You



Profit—and room to grow

Every Tungar earns a good income, because it is low in first cost and in running cost—works 24 hours a day—and requires practically no attention. It uses the current needed and *no more*.

And as your business grows, your Tungar installation grows. Each new Tungar handles 4, 10 or 20 additional batteries, building up a business that is dependable—flexible—profitable!



Write for the booklet that shows the profit possibilities of the Tungar.

Tungar

REG. U.S. PAT. OFF.

BATTERY CHARGER

Tungar—a registered trademark—is found only on the genuine. Look for it on the name plate.

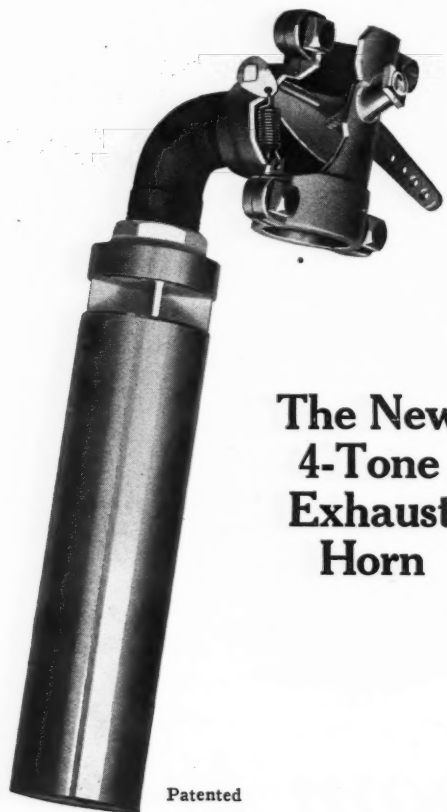
MERCHANDISE DEPARTMENT

GENERAL ELECTRIC

GENERAL ELECTRIC COMPANY

MERCHANDISE DEPARTMENT

BRIDGEPORT, CONNECTICUT



The New
4-Tone
Exhaust
Horn

Toot Sweet

TRADE MARK

Means "Hurry-Up" Sales and Nothing Else But

Toot Sweet has a beautiful tone that makes owners want to put it on their cars—but what it means to you is "hurry-up" sales that pay.

When you sell Toot Sweet you make a profit. When you install it, you make another. That's two. And besides, it's easy to sell and easy to install—and it's fully guaranteed.

Your stock is small—and it turns over fast. A demonstration sells it!

Mail the coupon for discount details.

Illinois Brass Mfg. Co.
Chicago, Ill.

Illinois Brass Mfg. Co.,
224 N. Ada Street
Chicago, Ill.

Please send full information on "Toot Sweet," the new 4-Tone Exhaust Horn.

Name.....

Street.....

City..... State.....

Specify Make of Car.....

What my friend Pete

*has learned about his
fan belt business*



I GOT my friend Pete to check up the number of Graton & Knight fan belts he sold last year. The figures proved that Graton & Knight belts, with no sales effort, were showing a neat, pretty profit.

Right then Pete tumbled to the fact that he should push this paying, fast-selling line. Now he has them out where customers can see them. Tells me he'll sell twice as many this year.

Of course Pete uses our *quick turnover system*. Endless belts for the popular cars. Roll belting, which can be cut to fit the others. This keeps investment low, turns stock quickly and increases profit.

Pete finds Graton & Knight Flat, "V" or Link "V" Belts give his customers better service. Their special leather resists oil, dust, water and motor heat. They grip tight at low tension. Are easy on bearings. Require minimum adjustment.

Our sales proposition, with the handy display rack and quick turnover system, puts new pep in your fan belt business. Write today for full details of this interesting, profit-making plan.

THE GRATON & KNIGHT MFG. CO.

*Tanners—makers of belts and other
leather products*

Worcester, Massachusetts

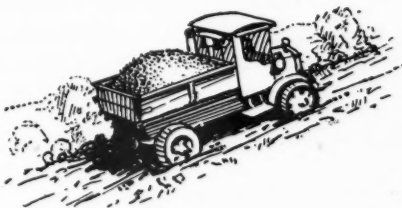
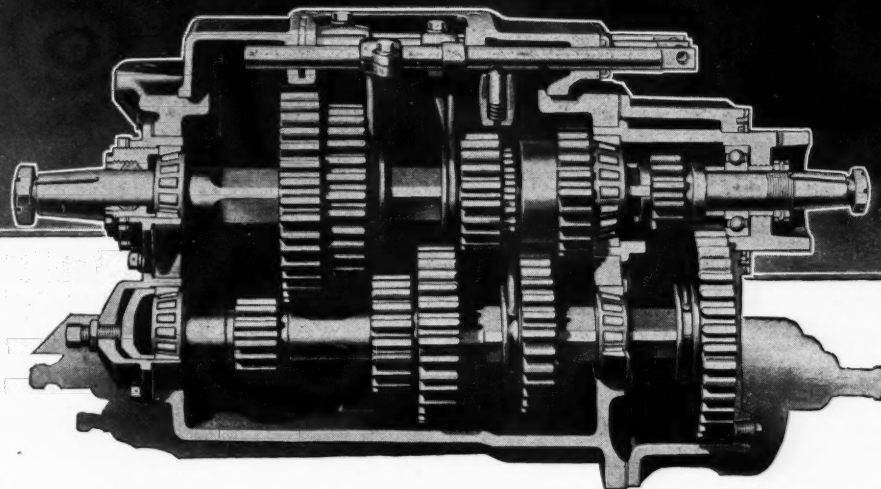
GRATON & KNIGHT

Standardized

LEATHER BELTING

BROWN-LIPE GEAR

Transmissions Clutches Controls



STURDY and efficient chassis units are the best protection for the motor vehicle owner against enforced idleness and expensive repairs.

For a quarter of a century Brown-Lipe Gear transmissions and clutches have been noted for dependability, and it is this dependability that makes them standard equipment in most high quality trucks and busses.

Our model 60 transmission, shown above, has seven speeds forward and two in reverse—and is particularly suitable for road-building operations and similar heavy work.

Its extreme low speed gives a slow and steady application of power that starts a loaded truck and pulls it through soft going or up grades, where the ordinary result is repeated stalling and harmful strains on the engine and other moving parts.

The extra high speeds permit rapid travel on good roads, with the benefit of more trips and increased earnings.

We invite correspondence.



BROWN-LIPE GEAR CO. — Syracuse, N.Y.

SAN FRANCISCO

CHICAGO

DETROIT

NEW YORK

LONDON, ENG.

Increase Your Profits with the New Improved DeLuxe



When you secure the exclusive agency for the New Improved De Luxe, you are building a splendid business structure for yourself, for you are controlling the sale of a patented article of superior merit that cannot be duplicated by any one else.

Send for our exclusive agency proposition

STANDARD EQUIPMENT ON AMERICA'S FINEST MOTOR CARS

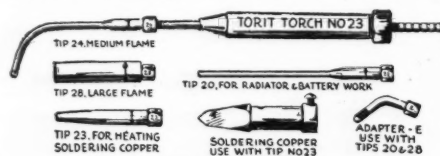
The DeLuxe Products Corporation

1235 Lake Street

La Porte, Indiana

TURN WASTED TIME INTO PROFITS !

Every Purchaser Finds Numerous Uses for the
TORIT Acetylene Torch No. 23—



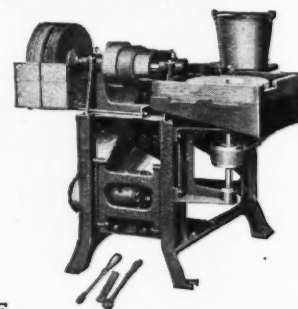
PAT. JAN. 5, 1926

Uses Acetylene Only. No oxygen or air pressure required. Tips suck in air. Simply connect to Presto auto tank, light gas, and the outfit is put to work. Beats anything you ever tried for soldering, radiator repairing, melting, lead burning, tempering, heating, etc. Consists of torch, 4 tips for different kinds of work, soldering copper, 5 ft. rubber tubing, tank connection, and full instructions. Quickly Pays for Itself. Price (Complete as shown) **\$7.50**

ST. PAUL WELDING & MFG. CO., 169 THIRD ST., ST. PAUL, MINN.

FAST AUTO GLASS EDGING

GRINDS
SMOOTHS
AND
POLISHES
EDGES OF
AUTO GLASS



Write today—Dept. K
MAKE THESE EXTRA PROFITS

HENRY G. LANGE MACHINE WORKS
DEPENDABLE SINCE 1882

160 N. MAY ST.
CHICAGO

Buy SMOOTH-KUT EXPANSION REAMERS

(TRADE NAME REGISTERED)

With FULL spiral flutes that shear metal clean.

They cut a round, smooth hole without chatter—keep an edge longer and are reground by us at cost.

Patented April 7, 1925. Avoid inferior imitations.

Order through
Jobber.



Millersburg Reamer & Tool Co., Millersburg, Pa.



BEARINGS Plus SERVICE

The services of our Engineering Department are always at the command of users of Angular Contact Radial Bearings or Angular Contact Thrust Ball Bearings. Years of practical experience are often valuable for savings.

Won't you get in touch with us?

THE BEARINGS COMPANY OF AMERICA
LANCASTER, PENNA.

Western Sales Office,
1012 Ford Bldg.,
Detroit, Mich.

EATON BUMPERS



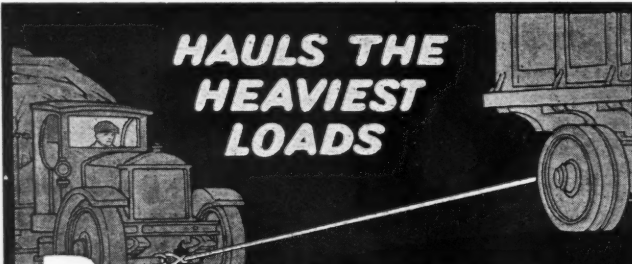
New models—better and far more beautiful than ever.
THE EATON BUMPER & SPRING SERVICE COMPANY
Cleveland, Ohio



They Won't Come Back

Those jobs won't come back showing oil passing, compression loss and crank-case dilution if you use a Hall Hone. The Hall makes cylinders both round and parallel. Ask your jobber.

THE HALL MFG. COMPANY
503 Hall Bldg., 1600-06 Woodland Ave.
Toledo, Ohio



**POWERSTEEL
TRUCKLINE**

E-198

Subscribe to MOTOR AGE

It costs you only \$3.00 a year.

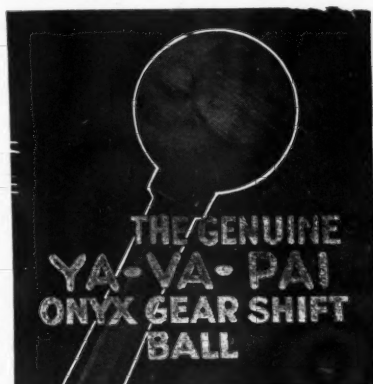
WEL-EVER

"OIL CONTROL" PISTON RINGS

The Motor Necessity That Has Made Good
Backed by Eight Years' Satisfactory Service

THE WEL-EVER PISTON RING CO., TOLEDO, OHIO
Sold most everywhere. If your dealer cannot supply you write us.

One of the Easiest Sellers



It is an established fact, that in addition to almost anything else a customer may buy, nearly always you can add a YAVAPAI Onyx Gear Shift Ball to his purchase.

Get your stock in shape, and try it on ten good prospects. It is one of the easiest sellers!

Order from your Jobber or write us direct, giving his name.

Yavapai Onyx Mining Corp.

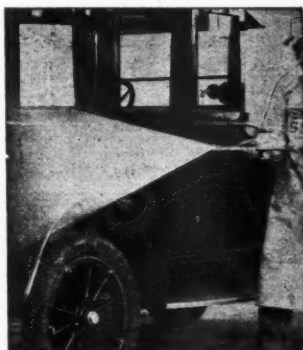
Automotive Division

Dubuque, Iowa

U. S. A.



Big Profits in Car Washing the "SPEED-SPRA" Way



This modern method makes car washing profitable because it cuts the cost of time, labor and water to a minimum.

300 pounds guaranteed pressure and the quick acting "Velvet-Spra" gun does the job better and in less time than any other method. "SPEED-SPRA" will clean a car in 30 minutes—quick service and thorough work enables you to establish a business that makes old customers "repeat" and attracts a profitable volume of new trade.

Electric "SPEED-SPRA" Auto Washer

The simplest of all washing systems both in point of upkeep and ease of operation. Delivers the 300 pounds pressure to the gun necessary to do an efficient job. Built in automatic governor maintains constant pressure and instantly relieves the load when guns are closed.

Investigate our proposition NOW. Delay may result in the establishment of a competitor who could seriously cut into your business. A post card brings all the details.

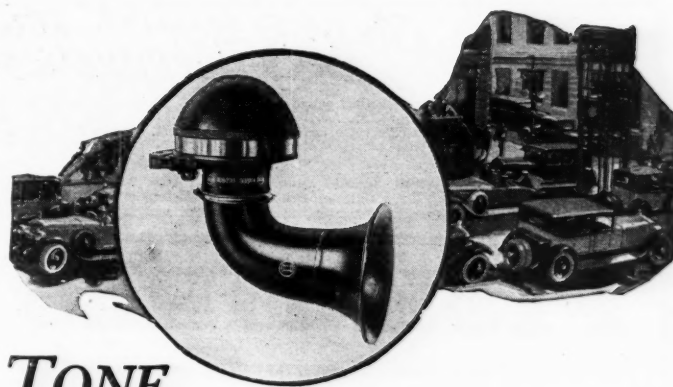
Hayes Pump & Planter Co.

819 Sixth St.

Dept. 19

Galva, Ill.

"KEEP THE WASH RACK BUSY !!"



TONE

makes this horn truly...

"The voice of the fine car"

MUSICAL, yet positive in its warning—clear, vibrant, penetrating—the tone of the *Original* Bosch Horn is unlike that of any other warning signal.

The *Original* Bosch Horn is of the vibratory type. Its action is lastingly trouble-proof. No motor to wear out or give trouble. It is in every way up to the high standard of *Original* Bosch.

No wonder owners of fine motor cars are buying it, not only to replace worn-out equipment but often to put on the new car in place of the horn they find there.

Our dealers everywhere are finding this horn a quick selling and profitable item. If you are not already carrying it, write us for details of selling plan. You have the opportunity to do a neat business if you act quickly. Address: Robert

Bosch Magneto Company, Inc., 109 West 64th Street, New York. Chicago Branch: 1302 South Wabash Avenue.



Note

No finer tribute can be paid the *Original* Bosch Horn than the way it is being imitated. But remember: the *Original* Bosch Horn owes its popularity to the high standard of materials and workmanship which characterize it and all *Original* Bosch products. To give your customers this quality, you must give them *Original* Bosch. Look for the name Robert Bosch and this trademark on all *Original* Bosch products. They are your guaranty of *Original* Bosch quality as known the world over since 1887.

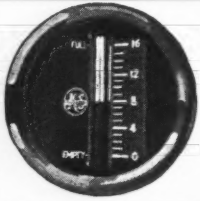
PRICES

"Master" for large cars, motor busses and motor boats . . . \$25
"Standard" for passenger cars \$21
"Junior" for motorcycles . . . \$16

The Original
Bosch

ROBERT · BOSCH · MAGNETO COMPANY · INC.

No connection whatsoever with the American Bosch Magneto Corporation



The K-S GASOLINE Telegage

A gasoline gauge on the Dash. Note full page ad in colors in April 8th Motor Age, also half page this week's issue Saturday Evening Post. Write for description and proposition to the trade.

KING-SEELEY CORPORATION
298 Second Street, Ann Arbor, Michigan
Chicago Branch, 2450 Michigan Boulevard

Good bye, buggy wheels

Budd Wheel Company Detroit—Philadelphia

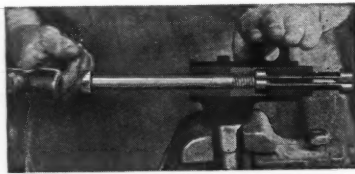
FISK TIRES

There's a Fisk Tire of extra value in every size, for car, truck or speed wagon

KEYSTONE THE FINEST RADIATOR DRESS THAT MEN CAN MAKE OR MONEY CAN BUY.

Keystone EAGLE and Eaglet—Keystone Senior and Junior—Ball-end Bar-Type with Onyx Balls.

Manufactured only by
The NORLIPP COMPANY Chicago



SPECIALTY SALESMEN

Sell the Dieringer Bushing Remover. Mechanics buy these tools on sight. Six sizes \$4.50. Liberal discount to hustlers.

E. T. DIERINGER
Box 282 Bolivar, Ohio



Prest-O-Lite

Automobile and Radio Batteries
Write for our interesting dealer proposition. It means bigger profits for you.
The Prest-O-Lite Co., Inc., Indianapolis, Ind.

PIRMO

NON-EVAPORATING ANTI-FREEZE COMPOUND
ONCE EVERY WINTER

One filling protects radiator from freezing all winter long.

BOYCE & VEEDER CO., Inc., Long Island City, N. Y., U.S.A.

HERE is highest radio quality at lowest price. A chance to get permanent distribution for complete Delano line.

The Delano Sheraton sells for \$75—has built-in Delano loud speaker—5 tubes—special Delano hook-up and mahogany cabinet that completely encloses entire set. Wire or mail coupon today.

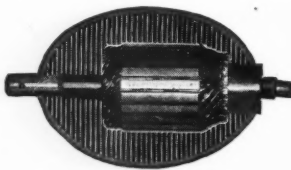
DELANO RADIO

Modernola Co., Inc.
Johnstown, Pa.

Gentlemen: Please send me full details.

Name _____

Address _____



FREDERICKS Rewinding Service

New Rewind Profits—See announcement every 4th week. Write now for price list. The H. M. Fredericks Co., Lock Haven, Pa.



"There's a Victor Lamp for every Automotive Need"

THE CINCINNATI VICTOR COMPANY

779-780 Reading Road, CINCINNATI, OHIO

Simplicity

REBORER AND GRINDER

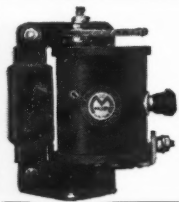
A big money-maker in any automobile repair shop or garage. Ask for free demonstration in your own shop.

Simplicity Manufacturing Company
Port Washington, Wisconsin

Kawneer

SOLID COPPER
STORE FRONTS

Write for Special Book Garage Front
THE KAWNEER CO., 3324 Front St., Niles, Mich.



Mallory Ignition Coil

Has two primary windings instead of one. Gives a hotter spark, makes easier starting, gives more power, quicker pickup and more mileage. Try it on a sluggish motor. Write for full particulars.

The Mallory Electric Corporation, Toledo, Ohio.



The SO-LO JACK

\$6.00 Retail

West of Mississippi \$6.50

4" LOW—HIGH 15 1/2"

The REAL Balloon Tire Jack

All Steel Construction

POWERFUL—STURDY—EASY TO OPERATE

A Sure Seller with your Trade

SO-LO JACK CO., Inc.

108 Massachusetts Ave., Boston, Mass.

Thermoid

Hydraulic Compressed
Brake Lining

FROM THICK
TO THIN
DOWN TO THE
LAST PLY
IT HOLDS



Thirty-seven BRANCHES

AHLBERG BEARING COMPANY
321 EAST TWENTY NINTH STREET, CHICAGO ILLINOIS



Molds to Fit Stuffing Boxes of Any Shape or Size

Conneaut Plastic Metallic Packing is a superior repair for the worn shaft and loose bushing. It stops pump shaft leaks immediately and permanently. At your jobbers in 1-pound and 5-pound cans; if not, write us.

CONNEAUT PACKING COMPANY
Conneaut, Ohio

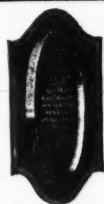
Prevent
This!

GATES VULCO

Fan Belts and Radiator Hose

Made By

The World's Largest Makers of Fan Belts



QUALITY—PROFIT—TURNOVER

**American
Hammered
Piston Rings**

American Hammered Piston Ring Company
Baltimore, Maryland

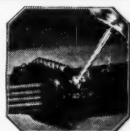
KISSEL

CUSTOM BUILT

Kissel Motor Car Co., Hartford, Wis.



BRAD-CUPS
The Perfect Spring Oiler
(Pat. 9-24-18)



Single

Write at once for our proposition.

Double

C. GOODWIN BRADLEY, Inc., Syracuse, N. Y.



**PROTEX
TIRE CHAINS** Absolutely Stop Skid
Protex Chain Co., Inc.
Waynesboro, Pa. Many small horseshoes grip the road and prevent slip. The first scientific anti-skid device.

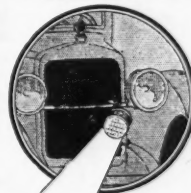
THE WALDEN FORE-LITE

Mounted ahead of the radiator and operated like a spotlight from the instrument board, the WALDEN Fore-Lite satisfies a need hitherto filled by make-shifts. Universal fittings. Selling fast wherever introduced. Ask your jobber, or write us direct, giving his name.

THE WALDEN CO.

1114 S. Michigan Ave.

Chicago



WELD ALUMINUM

Easier than cast iron by using

PIERCE'S ALUMINUM FLUX

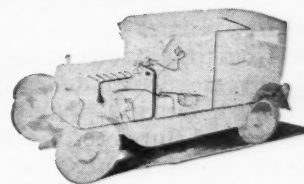
It flows the metal together without puddling, saves time, labor and gas, makes a better weld. Used by good welders everywhere. Any welder can successfully weld aluminum with this flux.

Sold on a money-back guarantee. Price \$5.00 per lb. Delivery free in U. S.

Manufactured and distributed by
R. H. PIERCE, 910 JEFFERSON STREET, EUGENE, OREGON

**Packard
Cable**

The Packard Electric Co.
Warren, Ohio



"As Silent as a Shadow"

Quincy Compressors

Quincy, Illinois

J-538

**Gemco
BUMPERS**

Tempered and nickel plated by our own exclusive process. Maximum strength, lasting beauty of finish. Write for catalog.

760 S. Pierce St. Milwaukee, Wis.



TASCO
Gas Gauge for
FORD
CHEVROLET and
OVERLAND

Sells Quick at
\$1.25
Retail



THE AKRON-SELLE CO.
Akron, Ohio

CLASSIFIED ADVERTISING

PARTS

AUTO PARTS

SAVES 50% TO 75% ON ALL CARS

New and Used Gears—Springs and Axles—Cylinders—Motors—Rear Systems, etc. Wire or Write

INDIANA AUTO PARTS CO.

608-10 N. CAPITOL AVE., INDIANAPOLIS, IND.

LARGEST CAR WRECKERS IN INDIANA

PATENTS & PATENT ATTORNEYS

PATENTS

Secured, Trade-marks and Copyrights Registered Prompt service. Highest references. Established 1864.

MILO B. STEVENS & CO., Registered Patent Attorneys
Offices: 639 F St., Washington, D. C.
10 Menadnock Block, Chicago, Ill.

BUSINESS OPPORTUNITIES

EXCEPTIONAL OPPORTUNITY. A WELL ESTABLISHED TUBULAR BUMPER BUSINESS FOR SALE, INCLUDING ALL STOCK, PATTERNS AND PATENT RIGHTS. A wonderful money making proposition for the right man. Good reason for selling. Must be seen to appreciate this opportunity. Box 555, Norristown, Pa.

FOR SALE—Automobile Agency and General Garage Business. Town of Bloomsburg. Car agency one of the finest. Business established and all plans and prospects well prepared for this season. Owner must make change very soon. Address Post Office Box No. 45, Bloomsburg, Penna.

HOUSE OF A MILLION AUTO PARTS

The largest stock of new and used car and truck parts in the world. We have everything. Always mention model and serial number in order. Write us. All inquiries answered promptly.

DOUGLAS AUTO PARTS CO., INC.
2003-5-7-9 South State St., Chicago, Ill.

Attorney-at-Law and Solicitor of Patents

C. L. PARKER

Formerly Member Examining Corps, United States Patent Office

American and foreign Patents secured. Searches made to determine patentability and validity. Patent suits conducted. Pamphlet of instruction sent upon request.

McGill Building, WASHINGTON, D. C.

May 6, 1926

will be the date of the
SALES AND SERVICE
REFERENCE NUMBER
of
MOTOR AGE

WATERVLiet

SPIRAL
EXPANSION
ALIGNING

REAMER

for piston pin bushings
on all cars and trucks

Insist on the Watervliet, —the reamer with the self-cutting front pilot. The rose reamer does all rough cutting, leaving the spiral flutes to do the finish reaming only. Cannot jump or "dig in," —leaves a full bearing surface with a mirror-like finish,—in perfect alignment.

RESHARPENING SERVICE

You can have your Watervliet properly re-sharpened at the factory for a service fee of \$1.



SPECIAL GARAGE SET No. 10PE

Ten of the most generally used sizes in a sturdy oak case. The ideal set for garage and service station.

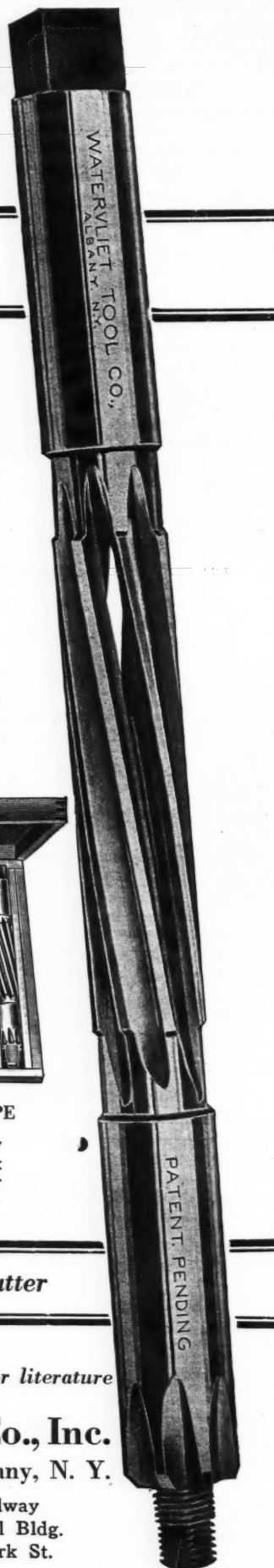
They Will Not Chatter

Ask your jobber or write for literature

Watervliet Tool Co., Inc.

1037 Broadway Albany, N. Y.

New York—1780 Broadway
Kansas City—711 Mutual Bldg.
San Francisco—661 Turk St.



Index to the

The Advertisers' Index is published as a convenience and not as a part of the advertising contract. Every care will be taken to index correctly. No allowance will be made for errors or failure to insert.

A. C. Spark Plug Co.....	63	Fisk Tire Co., The.....	94
Ahlberg Bearing Co., Inc.....	94	Postoria Screw Company.....	88
Akron-Selle Co.....	95	Fredericks, H. M., Co.....	94
Albertson & Co.....	58	Fulton Company, The.....	54 & 55
Alvord Polk Tool Co.....	70		
Amer. Bosch Magneto Corp.....	65-68	Gates Rubber Co.....	95
American Chain Co.....	8	Gemco Mfg. Co.....	95
Amer. Hamm. Piston Ring Co.	95	General Electric Co.....	89
Associated Business Papers, Inc.	84	Gill Mfg. Co.....	59
		Gilmer, L. H. Co.....	61
Bearings Co. of America.....	92	Graton & Knight Mfg. Co.....	90
Bosch, Robert, Magneto Co.....	93		
Boyce & Veeder Co., Inc.....	94	Hall Mfg. Company, The.....	92
Bradley, C. Goodwin, Inc.....	95	Hayes Pump & Planter Co.....	93
Broderick & Bascom Rope Co.	92	Holmes, Ernest, Co.....	2
Brown-Lipe Gear Co.....	91	Hupp Motor Car Corp.....	2nd Cov.
Brunner Mfg. Co.....	71	Hyatt Roller Bearing Co.....	49
Budd Wheel Co.....	94		
		Chandler Motor Car Co.....	Bk. Cov.
		Chevrolet Motor Co.....	47
		Chicago Solder Co.....	88
		Cincinnati Victor Co.....	94
		Classified Advertising Section.....	95
		Conneaut Packing Co.....	94
		Curtis Pneumatic Mach. Co.	
			74 & 75
		De Luxe Products Corp.....	92
		Dieringer, E. T.....	94
		Du Pont, E. I., De Nemours & Co.	
			Foll. 86
		Johns-Manville, Inc.....	77 & 78
		Jordan Motor Car Co.....	Ft. Cov.
		Kawneer Co., The.....	94
		King-Seeley Corp.....	94
Eaton Bumper & Spring Service Co.	92	Kissel Motor Car Co.....	95

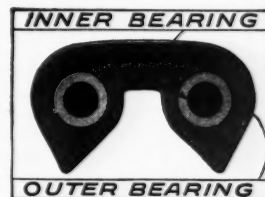
Advertisements

Laminated Shim Co., Inc.....	3	St. Paul Welding & Mfg. Co.....	92
Lange, Henry G., Machine Works	92	Simplicity Mfg. Co.....	94
Lincoln Products Co.....	72	So-Lo Jack Co., Inc.....	94
Lycoming Mfg. Co.....	76	Staynew Filter Corp.....	80
		Stevens & Co.....	4
		Stewart Motor Corp.....	6
		Stewart-Warner Speed. Corp.	50 & 51
Mallory Elec. Corp., The.....	94	Studebaker Corp., The.....	5
Manley Mfg. Co.....	3rd Cov.		
Millersburg Reamer & Tool Co.	92		
Modernola Company, Inc.....	94		
Moon Motor Car Co.....	1		
Motor World Wholesale.....	56 & 57		
		Thermoid Rubber Co.....	94
		Timken Roller Bearing Co., The	7
New Departure Mfg. Co.....	79		
Norlipp Co., The.....	94		
		U. S. Elec. Tool Co.....	85
Oakland Motor Car Co.....	82 & 83		
		Walden Co., The.....	95
Packard Electric Co., The.....	95	Walker Mfg. Co.....	87
Permite Piston Co.....	69	Watervliet Tool Co., Inc.....	96
Pierce, R. H.....	95	Wel-Ever Piston Ring Co.....	92
Piston Ring Co., The.....	52	Whitney Mfg. Co., The.....	97
Prest-O-Lite Co., Inc., The.....	94	Willard Storage Battery Co.....	81
Protex Chain Co., Inc.....	95		
Quincy Compressor Co.....	95		
		Yavapai Onyx Mining Corp.....	93
R. I. V. Company, Inc.....	64		
Rickenbacker Motor Co.....	73		
Roamer Motors	53	Zenith-Detroit Corp.	98

"WHITNEY" SILENT HIGH MILEAGE CHAINS

**HIGH MILEAGE IS
BUILT IN ALL
WHITNEY SILENT
CHAINS. WE HAVE
A JOBBER'S STOCK
NEAR YOU FOR SUD-
DEN SERVICE.**

The "Whitney" Double Concentric Joint provides a bearing of the hardened rivet on the inside of the bushing, and a bearing of part of the chain links on the outside of the bushing. As a result the total projected bearing area of this joint is nearly twice as great as that of any other silent chain joint.



SPECIFICATION LIST "WHITNEY" HIGH MILEAGE SILENT CHAINS



"New Life to the Motor"

Chains for all makes of motors equipped with Silent Chains arranged alphabetically and numerically.

THE WHITNEY MFG. CO.
Hartford, Connecticut

Send for this
little booklet

←
containing our
Specification List

The Whitney Mfg. Co.
Hartford, Conn.

I want that book on chain specifications.

Name.....

Address.....

☐Service Station.....☐Fleet Owner.....☐Parts Jobber

ZENITH

You Can Now Supply Your Trade
with a

ZENITH
CARBURETOR

completely equipped, tested and with proper setting, for quick and easy installation on 86% of all registered cars. Each outfit comes carefully packed in an individual box with full installation instructions.

Auburn	\$17.00	Maxwell	\$14.90
Cadillac 51-57	37.50	Moon	17.00
Cadillac 59-61	60.00	Oakland 6-54	16.00
Chevrolet 490	12.50	Oldsmobile 1923-5	13.50
Chevrolet K	12.50	Oldsmobile 1926	17.60
Chrysler 4	14.90	Overland 4	13.50
Chrysler 6	30.00	Overland 6	14.00
Cleveland	16.75	Packard 116-126	38.00
Columbia	17.00	Packard Truck	50.00
Davis	17.00	Reo 6	21.50
Dodge	19.00	Reo Speed Wagon	15.00
Durant A-22	15.00	Star	16.55
Essex 6	22.50	Studebaker Light 6	13.50
Elcar	17.00	Studebaker Standard 6	14.50
Flint 40	15.00	Studebaker Special 6	28.50
Ford	9.50	Studebaker Big 6	30.55
Gardner 4	15.00	White G O & G N	27.50
Gray	14.50	White G K	27.10
Hudson	22.50	White G E C	31.50
Hudson Dual	57.50	White G M	29.50
Hupmobile R	13.50	White G A	29.00
Mack A B	37.50	Willys-Knight 4	19.00
Mack A C	40.00	Willys-Knight 6	21.00

The Zenith Carburetor gives the owner the same dependable carburetion that made possible the first trans-Continental, trans-Atlantic and trans-Pacific flights, the epoch-making "round the world" flight and many other notable achievements on the land, in the air and on the water. When human life hangs on dependable carburetion, the Zenith is chosen. *There is a Zenith for every make of car or truck.*

Write for special descriptive literature and dealer's proposition.

ZENITH-DETROIT CORPORATION

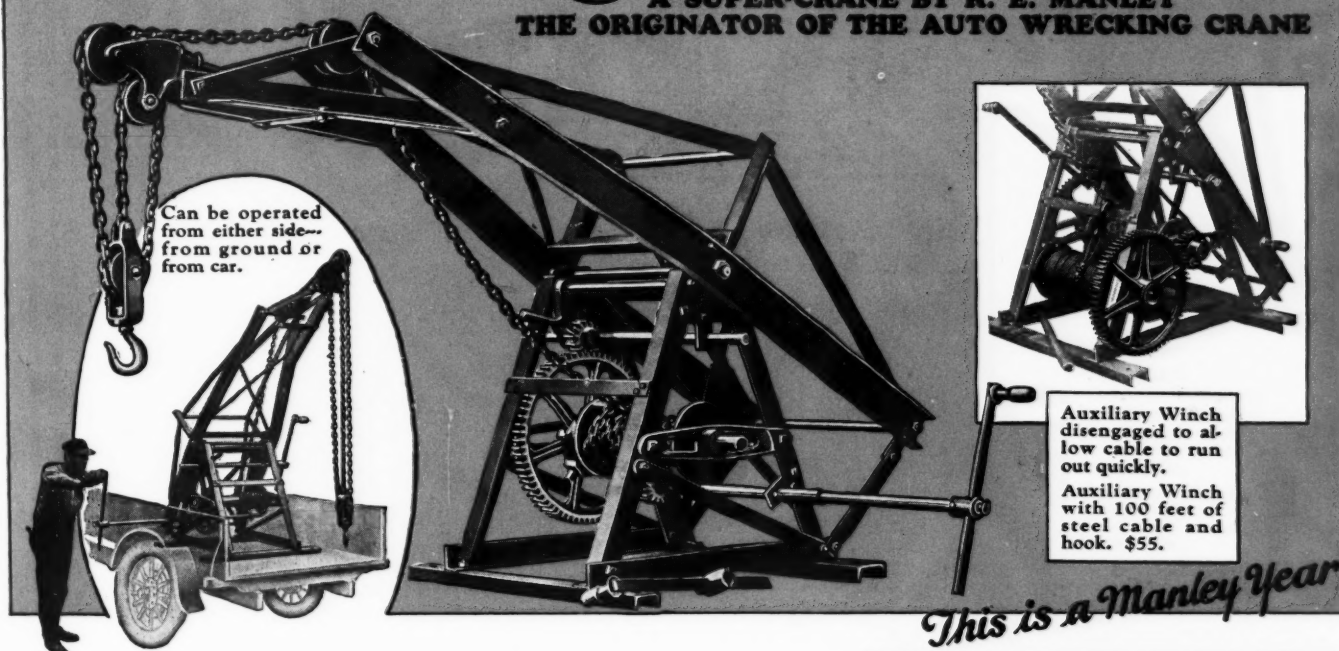
Branches:
NEW YORK
CLEVELAND
CHICAGO

Manufacturer of
ZENITH CARBURETORS
Over 1200 Service Stations

MAIN OFFICE
and FACTORY
DETROIT
MICHIGAN

New Manley 3½ Ton Wrecking Crane \$135

A SUPER-CRANE BY R. E. MANLEY
THE ORIGINATOR OF THE AUTO WRECKING CRANE



MANLEY CRANE No. 107

All the points of superiority of the famous No. 101 2½-Ton Manley Crane are retained in the New No. 107 Manley 3½-Ton Crane. Additional features have been added for greater efficiency of operation, increased speed, greater pulling capacity and heavier work.

1. Beam is double trussed steel channels.
2. The top extension is trussed for strength.
3. Beam pivoted in middle on heavy king pin.
4. Has full swiveling nose.
5. Tilting and balanced beam distributes load on chassis.
6. Tilting beam adjustable for height and overhang.
7. Deep overhang allows a complete car to be swung under beam.
8. Gearing built in saddle.
9. Single reduction gears with triple chain. Can be used with single, double or triple chain as desired.
10. Pawls on gears provided with positive lock.
11. Hoisting drum may be disengaged to run free when pulling out chain to make hitch.
12. Hoisting drum may be used as winch.
13. Gear ratio greatly increased. Will lift more with less effort.
14. Ground operated from either side.
15. Platform operated from either side.
16. Ground operating position low and ahead of fender.
17. Simple, Efficient, Compact, Easy to Install.

All the Manley Wrecking Cranes are Simple in design--Tremendously Strong--Efficient--Easy and Convenient to operate--Compact and Easy to Install.

Watch for them on the road. There are more Manley's than any other make.

MANLEY CRANES
ARE AVAILABLE IN THE FOLLOWING SIZES:

No. 101	2½-Ton	\$100
No. 107	3½-Ton	\$135
No. 105	5-Ton	\$275

Order from your jobber NOW and avoid delay in delivery.

Get a Manley

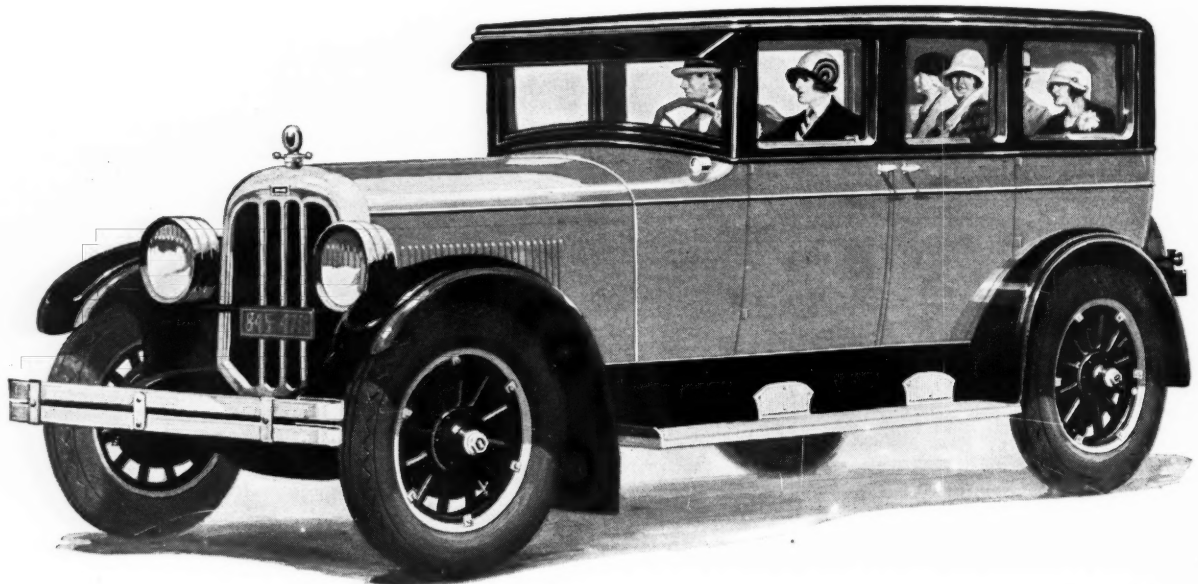
No 107

Your Jobber Can Supply You
Write for new 1926 catalogue of the complete Manley Line including many new items.

The MANLEY MFG. CO.
York, Pa., U. S. A.

MANLEY 3½ TON CRANE \$135

ROOM FOR A CROWD without crowding



A money-maker for dealers

THE big demand for Chandler's new Seven Passenger Sedan is out of all keeping with the usual demand for cars of seven passenger capacity. But the car itself can explain that.

Chandler has done the unusual. Instead of a car that merely "seats" seven passengers, this great family car provides real armchair comfort for seven people—and by that we mean seven people of adult years, weight and girth!

With its low price, its Pikes Peak Motor, its "One Shot" Lubrication System, its all-over richness and visible quality—this great model is naturally a source of real income for dealers handling it.

The entire new Chandler line—Chandler discounts—Chandler dealer policies—Chandler advertising—all assure unusual success for the dealer. We invite inquiries.

New Seven Pass.
Sedan

\$1995

New 20th Century
Sedan

\$1590

Prices f. o. b. Cleveland

THE CHANDLER MOTOR CAR COMPANY, CLEVELAND

Export Department: 1819 Broadway, New York City

CHANDLER